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ABSTRACT

Volume 1 of the two-volume annotated bibliography provides a partial listing of available materials for curriculum and instructional enrichment in distributive education. The grouping of all materials was made according to the U. S. Office of Education Classification of Instructional Programs for Distributive Education. Alphabetized by title under each subject area, the materials are further classified by type: book, slide, film, tape, record, transparency, booklet, or kit. The annotation includes, wherever possible, the grade level of material (secondary, collegiate, adult), length, cost, date published, publisher, suggested time of use, summary description, available instructor material and tests, and objectives. Volume 1 provides listings for the following subject areas: advertising services; apparel and accessories, automotive, finance and credit, floristry, food distribution, food services, and general merchandise. (Only the subtopic, management, is included under general merchandise; other subtopics are listed in volume 2.) (MW)

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A NATIONAL STATE OF THE ART STUDY OF CURRICULUM INSTRUCTIONAL MATERIALS FOR DISTRIBUTIVE EDUCATION

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June 26, 1972 to December 31, 1973

VOLUME I

CE 003 483

The project presented or reported herein was performed pursuant to a Grant from the U.S. Office of Education, Department of Health, Education, and Welfare. However, the opinions expressed herein do not necessarily reflect the position or policy of the U.S. Office of Education, and no official endorsement by the U.S. Office of Education should be inferred.

INTRODUCTION

There has been a proliferation of manuals, books, packages, learning units, and audio-visual materials for curriculum and instruction in Distributive Education. A more contemporary perspective dictates that the emphasis be placed on the learner. Therefore, relevant and meaningful curricula and instructional techniques must be developed.

To facilitate curriculum development in Distributive Education, research was conducted to initiate an annotated reference of instructional materials. Teacher-coordinators of distributive education have pre-determined schedules for teaching and coordinating. Finding enough time to examine existing publications and materials that would be helpful to their program, is usually impossible. These same teacher-coordinators are expected to adapt their State curricula to the specific needs of all their students and to the needs of the specific program. The annotated directory which has been compiled should save much reviewing time for teacher-coordinators so that they can better utilize their existing curricula and to assist in developing new curricula.

This report is the result of a pilot effort to assess the existing situation of curriculum instructional materials.

THE PROJECT

An Advisory Committee representing the various regions throughout the United States was utilized for the purpose of assisting in the development of the project. The Advisory Committee members were:

Mrs. Vivian K. Ely, Virginia Commonwealth University
Dr. Mary Klaurens, University of Minnesota
Mr. Todd Sagraves, Central Connecticut State College

Mr. Edwin Nelson of the U.S. Office of Education, Dr. Marvin Hirshfeld and Dr. Jerome I. Leventhal of Temple University served as ex-officio members of the committee.

An annotated list of available materials for curriculum and instruction enrichment was developed from selected materials that were obtained from publishers, audio-visual producers, trade associations, business-industrial organizations, professional groups, and miscellaneous sources. The Distributive Education Materials Centers at Virginia Commonwealth University, Ohio State University and Trenton State College were also consulted. Suggestions and materials furnished by Miss Blanche Curran of the Pennsylvania Department of Education, Mr. Wayne Harrison of the Wisconsin Department of Education and Mr. Ralph Bregman, E.P.D.A. Fellow at U.C.L.A. were utilized. State Education Department curricula were not reviewed.

All collected materials were examined and reviewed for subject matter classification, grade level, objectives, size, and cost. In most cases, materials developed since 1959 used at the secondary, collegiate or adult levels were included.

Conclusions and Recommendations

1. The number of materials available for Distributive Education from publishers, organizations, and individuals is overwhelming. Although many materials were not prepared for Distributive Education per se, but rather for specific areas such as advertising or transportation, they are included since they have value for curriculum and instruction.
2. The vast number of materials which may be utilized for Distributive Education suggests that a specific study be conducted for each aspect of the curriculum such as human relations or consumer motivation.
3. Voids exist in the categories of available materials. Deficiencies in the areas of automotive, finance and credit, floristry, food services; hardware, building materials, farm and garden supplies and equipment; home furnishings, hotel and lodging, industrial marketing, insurance, international trade, personal services, petroleum, real estate, recreation and tourism, transportation, other retail trade, and wholesaling were quite apparent. Materials and packages should be developed for these areas.

4. The great numbers of trade association materials warrants a study that deals exclusively with examination and review of their publications and packages.

5. The National Network of Curriculum Management Centers for vocational-technical education under the coordination of a liason person in each State Education Department should be utilized by Distributive Educators to keep abreast of new and relevant materials. Active use of centers by Distributive Education Personnel would indicate the necessity for the Centers to have ample supplies of all types of material available.

6. An on-going national project to assess and review curriculum instructional materials should be the basic source of continuous information directed to State Supervisors and Teacher Educators of Distributive Education who then could pass this information on to pre and in-service teacher-coordinators.

7. There is a dearth of curriculum materials written in behaviorial terms.

The Future

Immediate assistance to help in curriculum development to all on-going distributive education programs at all educational levels should be available for the improvement of instruction.

In the absence of a formal state plan to offer such assistance for curriculum development, states should determine the needs of all their distributive educators so that a mechanism may be developed to fill existing curriculum and instructional voids.

Distributive education's role as the training program for the field of marketing and distribution must be recognized as an up-to-date activity. Meeting current needs may only be done by continuous development and revision as changes in students, business, and society take place.

Dr. Marvin Hirshfeld
Dr. Jerome I. Leventhal
Project Directors

FORMAT OF BIBLIOGRAPHY

Grouping of all materials in this bibliography was made according to the U.S. Office of Education Classification of Instructional Programs for Distributive Education. The materials are alphabetized by title under each subject area. A further classification indicates whether the material is a book, slide, film, tape, record, transparency, booklet or kit.

The annotation includes, wherever possible, the grade level of material (secondary, collegiate, adult), length, cost, date published, publisher, suggested time of use, summary description, available instructor material and tests, and objectives. While every effort has been made to verify the cost of any materials listed herein, it should be noted that these costs could be subject to change. The categories General Merchandise (04.08) and Other Instructional Programs (04.99) were further divided into more specific sub-topics because of the plethora of material.

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ADVERTISING SERVICES

04.01 00 00

Organized subject matter and learning experiences related to planning, development, placement, and evaluation tasks performed by distributive employees and management personnel in demand creation, and sales promotion activities utilizing displays, merchandising aids and mass media in such enterprises as advertising agencies, display houses, retail and wholesale establishments, and production industries.

Title ADVERTISING

Author William Antrim *Date Pub.* 1970

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $2.67 *Length* 137 pages

Grade Level High School *Suggested Time of Use* 1 sem.

OBJECTIVES: A job-oriented approach based on behavioral goals. The author studied the most common basic-and career-level jobs in advertising and with this information constructed intermediate and terminal performance goals from the advertising course.

SUMMARY DESCRIPTION: Designed to develop the skills, attitudes, and knowledge necessary for entry-level jobs in advertising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Teacher's Key & Manual
Objective Tests
General Methodology Manual

Title ADVERTISING

Author C. A. Kirkpatrick and James E. Littlefield *Date Pub.* 1970

Publisher Houghton Mifflin Co., Boston, MA

Teacher or Student Material Student *Cost* *Length* 544 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Helps those preparing for careers in marketing communications appreciate the rationale and strategies behind promotional campaigns, in depth knowledge of the operations of advertising institutions, and the characteristics of media which are the basic requisites for achieving professional competency in the field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING

Author C. A. Kirkpatrick and James E. Littlefield *Date Pub.* 1970

Publisher Houghton Mifflin Co., Boston, MA

Teacher or Student Material Teacher *Cost* ______ *Length* 115 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Attempts to give the instructor some of the important points concerning the items listed at the end of each chapter. Hopes to help teachers and students achieve better results in courses based on the book. Also includes objective questions useful for testing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING

Author Maurice I. Mandell *Date Pub.* 1968

Publisher Prentice-Hall, Inc., Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* ______ *Length* 656 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem

OBJECTIVES:

SUMMARY DESCRIPTION: This book is designed as an introductory overview of advertising. It is intended for those who are interested in careers in advertising and those who have an interest in advertising in varying degrees, but who are not planning advertising careers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING

Author *Date Pub.* 1969

Publisher D. E. Department, University of Texas, Austin, TX

Teacher or Student Material Student *Cost* *Length* 30 pages

Grade Level High School *Suggested Time of Use* 1 sem.

OBJECTIVES: The purpose of this manual is to present the fundamental principles and practices of advertising that should be understood by students in retail, wholesale, and service selling occupations.

SUMMARY DESCRIPTION: The author has attempted to present the material in such a way that it will help the student to understand the planning and executing of effective advertising, stimulating him to seek further information through advanced work.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING

Author D. S. Warner, W. L. Winter and J. S. Wright *Date Pub.* 1971

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* *Length* 816 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: The objective is to interest students in any academic area and at the same time to stimulate further study and to lay the groundwork for those interested in advertising as a career.

SUMMARY DESCRIPTION: This edition is organized into five sections, and ordered in a manner that is unique among advertising texts. It deals with the characteristics of media before exploring the creation of advertising because most students understand the problems of copy, art, and production more readily if they are familiar with the media that are used to distribute the message.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING AGENCY AND STUDIO SKILLS: A GUIDE TO THE PREPARATION OF ART AND MECHANICALS FOR REPRODUCTION

Author Tom Cardamone Date Pub. 1970

Publisher Watson-Guptill, 165 West 46 Street, New York, NY 10036

Teacher or Student Material Student Cost $7.50 Length 160 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Revised and enlarged edition of the one book that fully explains the many complicated procedures required by most art and production departments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING IN AMERICA: THE CONSUMER VIEW

Author Raymond A. Bauer and Stephen A. Greyser Date Pub. 1968

Publisher Division of Research, Harvard University, Boston, MA

Teacher or Student Material Student Cost $5.00 Length 474 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES: The purpose of this book is to present an objective, comprehensive, and systematic examination of public attitudes toward advertising and advertisements and the reasons for these attitudes.

SUMMARY DESCRIPTION: The current study sought broad coverage of advertising's many facets (e.g., its economic, social, and content impacts). It also aimed to link analysis of more general attitudinal reactions to more specific behavioral reactions, i.e., to specific ads encountered by respondents in the course of their own normal daily activities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING AND DISPLAYING MERCHANDISE

Author Harland E. Samson *Date Pub.* 1967

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $3.92 *Length* 218 pages

Grade Level High School *Suggested Time of Use* 1 sem.

OBJECTIVES: This book presents fundamental principles and practices of merchandising through advertising and display, and provides meaningful project experiences in a variety of basic tasks necessary for effective merchandising.

SUMMARY DESCRIPTION: The text is written from a business point of view, and assumes that the reader is or soon will be engaged in a business occupation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING FUNDAMENTALS

Author Philip W. Burton and J. Robert Miller *Date Pub.* 1970

Publisher International Textbook Co., Scranton, PA 18515

Teacher or Student Material Student *Cost* ______ *Length* 796 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book discusses the work of the advertising men, what they do, and how they do it. The overall objective of the book is to make it useful to the student who is studying advertising as a consumer exposed to this powerful influence, as a person interested in advertising as an important part of the marketing process, and as a person considering advertising as a career.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING FUNDAMENTALS

Author Philip W. Burton and J. Robert Miller *Date Pub.* 1970

Publisher International Textbook Co., Scranton, PA 18515

Teacher or Student Material Teacher *Cost* ______ *Length* 173 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES: To aid the teacher using the text "Advertising Fundamentals."

SUMMARY DESCRIPTION: Contains a chapter by chapter outline of "Advertising Fundamentals," which aids in class preparation, planning group discussions, choosing topics for term papers and making up essay questions for exams.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING GRAPHICS

Author H. William Bockus *Date Pub.* 1969

Publisher MacMillan Company, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 100 pages

Grade Level Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This text is designed to be used by the advertising artist. It shows the tools, design elements and production processes that concern an advertising designer. Philosophies of art, economics and education are discussed and related to the advertising field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING: ITS CULTURAL AND POLITICAL EFFECTS

Author Giancarlo Buzzi Translator: B. David Garmize Date Pub. 1968

Publisher University of Minnesota Press, 2037 University Ave., S.E., Minneapolis, MN 55455

Teacher or Student Material _____ Cost $5.50 Length 147 pages

Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: An Italian marketing director probes into the political, social, and cultural questions raised by advertising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING AND MARKETING

Author _____ Date Pub. _____

Publisher The Center for Cassette Studies, Inc.
8110 Webb Avenue, N. Hollywood, CA 91605

Teacher or Student Material Student Cost $12.95 Length 28 minutes

Grade Level Collegiate Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Experts discuss the importance of advertising to the economy and ways to increase productivity. They speak of the spadework advertising does for the salesman, of its ability to reach thousands of people at low cost. The importance of strong management out of test marketing is emphasized, and determination of the advertising budget is discussed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING AND THE OPEN MIND

Author William Beinecke *Date Pub.* 1960

Publisher Sperry & Hutchinson Co., 114 Fifth Avenue, New York, NY

Teacher or Student Material ______ *Cost* ______ *Length* 15 pages

Grade Level Adult *Suggested Time of Use* ______

OBJECTIVES: To change people's views of advertising.

SUMMARY DESCRIPTION: Mentions new ideas concerning advertising. Reprint of a talk that was given before the Boston Advertising Club.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING PROCEDURE

Author Otto Kleppner *Date Pub.* 1969

Publisher Prentice-Hall, Inc., Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* ______ *Length* 619 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: Deals with advertising; its planning, creation and use.

SUMMARY DESCRIPTION: Some areas covered are: developing advertising strategy out of marketing problems, media, careers in advertising, legal and moral aspects of advertising, and the future of advertising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING AND PROMOTION FOR RETAILING

Author Laurence W. Jacobs *Date Pub.* 1972

Publisher Scott, Foresman and Co., 1900 E. Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $3.95 *Length* 240 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: Designed to help retailers and future retailers create the best possible combination of advertising and promotion.

SUMMARY DESCRIPTION: This book offers a decision-making approach to the problems faced by the retailer in the promotional areas of his business. The book gives the "Why To Do It" as well as the "How To Do it." Emphasis is placed upon the selection, design, and evaluation of promotional forms within varied retail situations, based upon the needs and desires of consumers. Practical selection, message preparation, and evaluation, as parts of an overall strategy for choosing the best combination of promotional forms is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's guide with case analysis, role-playing instructions, and suggested test questions.

Title ADVERTISING AND THE PSYCHOLOGY OF BUYING

Author Scheuing, Carpenter and Walsh *Date Pub.* 1971

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Teacher *Cost* $295.00 *Length* 105 transparencies

Grade Level High School/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Set of four volumes together with teacher's guide notes offering visual insights into every facet of advertising and related marketing concepts. Vol. I, Consumer Behavior, contains 25 multi-color transparencies covering consumer demand, consumer motivation and consumer habits. Vol. II, Marketing Research, contains 30 multi-color transparencies covering informal research, formal research, experimentation and packaging research techniques. Vol. III, Advertising Principles, contains 32 multi-color transparencies covering advertising strategies, the role of advertising in selling, the selection of media and the allocation of the advertising dollar. Vol. IV, Creating the Advertisement, contains 23 transparencies depicting the entire cycle of the creation of advertising including a do-it-yourself ad that students create at the projector.

Title ADVERTISING - RETAIL STORES

Author J. Wade Rice *Date Pub.* 1966

Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material *Cost* Free *Length* 7 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The effectiveness of a retailer's advertising program can be enhanced by a better understanding of the basic principles of advertising. The bibliography on the succeeding pages of this pamphlet lists U. S. Government and nongovernment publications that should assist prospective and current owners of business to plan, organize, direct, coordinate, and control their business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVERTISING THEORY AND PRACTICE

Author Vernon Fryburger and C. H. Sandage *Date Pub.* 1967

Publisher Richard Irwin, Homewood, IL

Teacher or Student Material Student *Cost* *Length* 710 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: This book is intended to give the student a broad perspective and penetrating understanding of advertising; its functions in our culture, its role in business, how it works, how it is planned and created and its challenges and opportunities.

SUMMARY DESCRIPTION: The basic philosophy of this book is that advertising should interpret want-satisfying qualities of products in terms of consumer wants. This becomes the unifying theme for a logical progression through all stages of the advertising process. It gives the student a creative approach to thinking through and solving advertising problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE ANATOMY OF A TELEVISION COMMERCIAL

Author Lincoln Diamant *Date Pub.* 1970

Publisher Hastings House Publishers, 10 East 40 Street, New York, NY

Teacher or Student Material Student *Cost* $12.50 *Length* 190 pages

Grade Level Collegiate *Suggested Time of Use* 1 month

OBJECTIVES: To show an overall view of what goes into the making of a T.V. commercial. Runs from the creative end of the commercial to the technical end of producing it.

SUMMARY DESCRIPTION: Text examines and explains each phase of the commercials complicated development from market planning through agency creation and presentation. Also discussed is pre-production, casting, filming, editing, soundtrack and music, printing and distribution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ART IN ADVERTISING

Author David K. Stone *Date Pub.* 1961

Publisher Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017

Teacher or Student Material *Cost* *Length* 30 pages

Grade Level Collegiate *Suggested Time of Use* 1 month

OBJECTIVES:

SUMMARY DESCRIPTION: This book offers valuable aids and facts for the young man or woman hoping to become an advertising artist. This book discusses frankly the many pitfalls and direction of our business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A BIBLIOGRAPHY OF THEORY AND RESEARCH TECHNIQUES IN THE FIELD OF HUMAN MOTIVATION

Author Advertising Research Foundation *Date Pub.* 1956

Publisher Greenwood Press, 51 Riverside Avenue, Westport, CT 06880

Teacher or Student Material *Cost* $8.25 *Length* 117 pages

Grade Level *Suggested Time of Use*

OBJECTIVES: A bibliography of theories and techniques.

SUMMARY DESCRIPTION: A reference book of theory and research techniques in human motivation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASES IN PROMOTIONAL STRATEGY

Author J. F. Engel, C. M. Larson and W. W. Talarzyk *Date Pub.* 1971

Publisher Richard Irwin, Homewood, IL

Teacher or Student Material Student *Cost* *Length* 382 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to provide a cross-section of an actual promotional situation. The collection of cases presented in this volume meets the growing demand for relatively current materials for case discussion. All the cases are based on actual problem situations, and, in order to provide the student with diversity, the focus is on industrial products and retail stores as well as consumer products and services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CO-OP AD MAT SERVICE

Author Date Pub.

Publisher National Retail Hardware Association
964 North Pennsylvania Street, Indianapolis, IN 46204

Teacher or Student Material Student Cost $25.00 Length

Grade Level Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A metal file case containing over 200 product and heading mats. Leading manufacturers offer 50% rebate for use of their mats.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DIRECT MAIL ADVERTISING BY RETAIL STORES

Author Date Pub. 1967

Publisher National Retail Merchants Association, 100 West 31 Street, New York, NY 10001

Teacher or Student Material Cost $2.75 Length 44 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The most comprehensive study every conducted on retail use of direct mail. Covers use and costs of DM advertising, operating procedures, compiling and maintaining lists, planning promotions, designing, measuring results and much more.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DIRECT MAIL ADVERTISING FOR SMALL RETAILERS

Author R. M. Lovejoy *Date Pub.* 1965

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material *Cost* *Length* 65 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Direct mail, like all other advertising, must be well done to be effective. This booklet is designed to help small marketers avoid the dangers and reap the benefits of direct mailing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EFFECTIVE ADVERTISING

Author *Date Pub.* 1965

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Teacher *Cost* $1.25 *Length* 52 pages

Grade Level Adult *Suggested Time of Use* 45-60 min.

OBJECTIVES:

SUMMARY DESCRIPTION: This publication, one of a series, is directed toward teaching management skills to the small businessman. The lecture is designed to be presented to the businessman in non-technical language. The basic format of the lecture is flexible enough to alter to the personal background of the instructor or to take into account the training or special needs of the class participants.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: The complete set of subject presentations (17) may be obtained on loan from the nearest Small Business Administration office or purchased from the Superintendent of Documents, Washington, DC 20402.

Title ENCYCLOPEDIA OF ADVERTISING

Author Irwin Graham *Date Pub.* 1969

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $20.00 *Length* 494 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This edition reflects in coverage, definition and emphasis, the new terminology of communications made necessary by the two-decade leap forward in technology and marketing. Here one will find the world of computers, and all contemporary advertising, journalism, marketing and printing terms that play a role in today's world of communications.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GMA BOOK OF GROCERY ADVERTISING AND SELLING

Author Zola Vincent *Date Pub.*

Publisher GMA, 205 East 42 Street, New York, NY 10017

Teacher or Student Material *Cost* $1.00 *Length* 207 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES: To provide phrases and sentences for use in newspapers and all other display advertising.

SUMMARY DESCRIPTION: The book lists pertinent, authoritative and descriptive phrases and sentences for the retail grocers general information as well as for specific use in newspaper advertisements and in other display advertising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GIMMICKS MAKE MONEY IN RETAILING

Author Betty Jane Minsky Date Pub.

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student Cost $4.75 Length 100 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Describes over 300 tested gimmicks for profitable retailing. Includes ideas for every kind of store in every field, how to hold successful contests in a store, how to make clearances and sales more exciting, how to take advantage of special events, how to attract the booming teen market and many others.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A HANDBOOK TO RADIO ADVERTISING

Author Martin Padley Date Pub. 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $3.00 Length 48 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A primer for radio advertisers. Clearly and simply explains the major concepts of radio advertising. Features an excellent glossary by logical categories and important aspects including problem areas which confront most local business people when they begin to advertise, such as: how often, what time of day, how many stations, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A HANDBOOK OF TELEVISION ADVERTISING

Author Martin Padley *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $3.00 *Length* 56 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Presents the basic concepts of television advertising. An excellent guide for first-time advertisers and communications students. Contains glossary grouped by categories so that terms are brought together in a meaningful way. Discusses four important issues of television advertising: time, the value of research, production and item versus image.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO BUDGET ADVERTISING FOR BIGGER VOLUME, MORE PROFITS

Author Budd Gore *Date Pub.* 1967

Publisher Retail Department, American Newspaper Publishers Association

Teacher or Student Material Student *Cost* *Length* 68 pages

Grade Level Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This booklet was prepared to help the retailer obtain a better understanding of the full selling power of newspaper advertising. This is a basic how-to-do-it primer. It will prove particularly useful to retailers embarking on their first advertising program.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO DESIGN EFFECTIVE STORE ADVERTISING

Author M. L. Rosenblum *Date Pub.* 1964

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $18.00 *Length* 199 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers every store problem from omnibus ads to where to get a staff, how to set type, how to schedule and plan, and how to communicate internally.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO PLAN AND PREPARE NEWSPAPER ADS

Author *Date Pub.*

Publisher National Retail Hardware Association
964 North Pennsylvania Street, Indianapolis, IN 46204

Teacher or Student Material Student *Cost* Free *Length* 6 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A detailed bulletin on the techniques of preparing a good ad for a hardware store

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title	HOW TO SELL ADVERTISING TO MANAGEMENT
Author	Richard H. Stansfield
Date Pub.	1969
Publisher	Dartnell Corporation, Chicago, IL
Teacher or Student Material	Student
Cost	
Length	47 pages
Grade Level	Adult
Suggested Time of Use	

OBJECTIVES:

SUMMARY DESCRIPTION: This booklet is designed to help the advertising man sell management on the advertising program and budget. This copy shows the ad man how he can present an ad program in detail and to show why it will benefit the company.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title	HOW TO WRITE BETTER RETAIL ADVERTISING COPY
Author	
Date Pub.	
Publisher	National Retail Merchants Association 100 West 31 Street, New York, NY 10001
Teacher or Student Material	Student
Cost	$1.50
Length	77 pages
Grade Level	Collegiate/Adult
Suggested Time of Use	

OBJECTIVES:

SUMMARY DESCRIPTION: A primer covering how to write newspaper advertising copy that sells, the principles and practices of direct mail copy, the five commandments of good radio copy, writing television commercials, writing sign copy that informs and sells.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTRODUCTION TO ADVERTISING

Author Chester Mills *Date Pub.* 1966

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 58 pages

Grade Level High School *Suggested Time of Use* 4 weeks

OBJECTIVES: To provide technical material and activities to assist a teacher in preparing a teaching unit on advertising.

SUMMARY DESCRIPTION: An informative manual for the D. E. coordinator who wants a complete picture of the advertising function. This unit gives many practical student assignments and has a concise approach to the area.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTRODUCTION TO MASS COMMUNICATIONS

Author Warren Agee, Phillip Ault, and Edwin Emery *Date Pub.* 1973

Publisher Nodd, Mead & Co., 79 Madison Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* *Length* 464 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The text gives the reader a full description of the mass communications industry and introduces him to all the areas of professional work in journalism. It also discusses current problems in the media.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: The instructor's manual explains each chapter. A set of true and false questions covering each chapter is also provided.

Title INTRODUCTION TO PROMOTION

Author *Date Pub.*

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $5.00 *Length* 18 slides

Grade Level High School *Suggested Time of Use* 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: An explanation of the function of promotion as part of the distribution process is cleverly done with the aid of a cartoon figure. A script is provided which supplements this series.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ISOLATING AND MEASURING THE EFFECTS OF MAGAZINE ADVERTISING

Author *Date Pub.* 1972

Publisher Magazine Publishers Assn., 575 Lexington Avenue, New York, NY 10022

Teacher or Student Material Teacher *Cost* Free *Length* 38 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: An effectiveness study project dealing with four survey brands that places a research yardstick on what happens when magazine advertising meets a prospect.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAGAZINE ADS

Author *Date Pub.* 1971

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $6.00 *Length* 25 slides

Grade Level High School *Suggested Time of Use* 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Brilliantly colored magazine advertisements have been photographed (close-up copy) to show students a wide variety of national ads. Each ad is critically appraised and the ads were carefully selected so that the integral parts are easily distinguishable. A script is also included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE MANAGEMENT OF PROMOTION

Author Edward L. Brink and William T. Kelley *Date Pub.* 1963

Publisher Prentice-Hall, Inc., Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* *Length* 417 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The purpose of this book is to provide the reader with an understanding of reasons why goods are promoted in a free enterprise economy. The management of any business activity is basically concerned with the strategy of the activity, as well as the direction and coordination of the various means the manager has at his disposal.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE MYTH OF TRADE ADVERTISING

Author Ernest Obermeyer *Date Pub.*

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $1.00 *Length* 100 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Compares sound advertising as opposed to what the author calls the "mythology" of trade advertising. Well-documented with case studies, opinion polls, sales figures, sample letters and analyses of sales objectives.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NRMA INSTANT PORMOTIONS

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Teacher *Cost* $15.00 *Length*

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Outstanding retail promotions in full color. 35mm eye viewer included. Filmstrip can be cut apart for individual slides.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE NEWSTADT RED BOOK OF SEASONAL PATTERNS

Author George Newstadt *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $20.00 *Length* 102 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Guidebook for right-time buying and promoting of 90 commodities most important to profit in retail stores. Gives 1966 lineage figures for 9 major markets with graphic comparison to previous 5-year average. Records aggregate lineage for last 20 years with price centers. Space for drawing your own promotional patterns on graph. A valuable aid for manufacturers, ad agencies, consultants and students.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NEW SALES PROMOTION IN THE TEXTILE INDUSTRY

Author James C. Cumming *Date Pub.* 1955

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $2.50 *Length* 232 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is composed of selected examples of promotion techniques that may guide and inspire others in the industry who are interested in broader markets for their products. Analyzes the promotional techniques used by leading advertisers in the textile and apparel industry. Covers the advertising campaigns of yarn manufacturers, textile mills, converters, selling agents and men's and women's apparel manufacturers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 1969 NRMA-RAB AWARD WINNING RADIO COMMERCIALS

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Teacher *Cost* $3.00 *Length* 2 records

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: 26 top retail radio commercials on two 8" plastic records.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 1970 NRMA-RAB AWARD WINNING RADIO COMMERCIALS

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Teacher *Cost* $3.00 *Length* 1 record

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Top retail commercials chosen in national competition.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 1973 MERCHANDISING PLANBOOK AND SALES PROMOTION CALENDAR

Author Murray Krieger Date Pub. 1973

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $8.90 Length 96 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This planbook has been designed to enable every manager to organize the work so that things will get done on time. Includes standard and 4-5-4 planning calendars, sales percentages of stores by type and in selected metropolitan areas, publicity expenses for department stores and mass merchandisers, master budget planning spread, monthly worksheet and many other important retailing facts to make more effective sales promotion plans.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PLANNING THE ADVERTISING CAMPAIGN

Author Jenkins Tif Date Pub. 1971

Publisher MacMillan Company, New York, NY

Teacher or Student Material Teacher Cost Length 171 pages

Grade Level Collegiate/Adult Suggested Time of Use 4 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: This is a series of simulations in marketing management. Contains players roles, committee assignments, the sequence of simulation and various other aspects designed to better acquaint the reader with the company

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROMOTION AND ADVERTISING

Author

Date Pub. 1957

Publisher National Retail Hardware Association
964 North Pennsylvania Street, Indianapolis, IN 46204

Teacher or Student Material Student *Cost* $2.50 *Length* 54 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 2 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the one element that must be present if any retail establishment is to succeed--store traffic. Through advertising and promotion a retail store virtually holds out its hand to greet those who do not know the store and welcomes old friends back for another visit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Teacher test book

Title PROMOTION EXCHANGE

Author

Date Pub.

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Teacher *Cost* $11.00 *Length* 4 to 6 pages per issue

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: An informative newsletter for Sales Promotion, Advertising, Publicity and Display Managers geared to retail marketing in the '80's. There are promotion ideas, tips and important information for every size store from item featuring to total store image in each issue.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROMOTION: AN INTRODUCTORY ANALYSIS

Author W. P. Dommermuth, J. B. Kernan and M. S. Sommers *Date Pub.* 1970

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ______ *Length* 367 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book is an introductory text that serves to acquaint the reader with promotion and place it in perspective. It gives the reader a thorough treatment of the behavioral processes and structures that form the foundation for promotion.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROMOTION: PERSUASIVE COMMUNICATIONS IN MARKETING

Author C. A. Kirkpatrick and Rollie Tillman *Date Pub.* 1966

Publisher Richard Irwin, Homewood, IL

Teacher or Student Material Student *Cost* ______ *Length* 477 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: An introduction to the field of promotion management. It is an up-to-date and balanced treatment of an exciting, challenging and dynamic area of marketing management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROMOTIONAL BEHAVIOR

Author Sidney Levy *Date Pub.* 1971

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $2.35 *Length* 100 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES: Deeper understanding of the behavioral character and effects of promotion, especially television advertising.

SUMMARY DESCRIPTION: Discusses promotion in a somewhat unconventional manner, focusing on the promotional activities of buyers and sellers as a rich, dynamic human behavior rather than a technical process, and suggesting some of the characteristic subjective significance that accompanies it. It is an excellent contribution to the qualitative content of marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROMOTIONAL STRATEGY

Author J. F. Engel, H. C. Wales and M. R. Warshaw *Date Pub.* 1971

Publisher Richard Irwin, Homewood, IL

Teacher or Student Material Student *Cost* $11.80 *Length* 651 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Built on a base of consumer psychology and then proceeds to treat advertising, reseller stimulation, personal selling, and other communication tools as part of an overall promotional mix. Problems are viewed through the eyes of the promotional manager in the business firm, and major emphasis is placed on an understanding of the factors that affect his decisions and mold managerial strategy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Cases in Promotional Strategy by James Engel, Carl Larson, and Wayne Talarzyk

Title PUBLICITY HANDBOOK

Author ______ *Date Pub.* 1965

Publisher Sperry & Hutchinson Co., 114 Fifth Avenue, New York, NY

Teacher or Student Material Student *Cost* Free *Length* 24 pages

Grade Level Secondary/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: This publicity handbook is written for the thousands of men and women whose job it is to publicize the activities and projects of their clubs. It contains step-by-step directions for developing good publicity techniques in writing and in channeling a club's news most effectively.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE PUBLICITY PROCESS

Author Editor: James W. Schwartz *Date Pub.* 1966

Publisher Iowa State University Press, Ames, IA 50010

Teacher or Student Material Student *Cost* $4.50 *Length* 286 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To provide non-journalism majors with an understanding of publicity methods and means.

SUMMARY DESCRIPTION: Presents practical advice on everything from writing a news release and using broadcasting facilities to responsibilities of the writer and the history of media.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PUBLICITY FOR YOUR STORE

Author *Date Pub.*

Publisher National Retail Hardware Association
964 North Pennsylvania Street, Indianapolis, IN 46204

Teacher or Student Material Student *Cost* Free *Length* 2 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A brief, 2 page bulletin on how to get free publicity for your hardware store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PUTTING IT TOGETHER

Author Jimmy G. Koeninger *Date Pub.* 1972

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 109 pages

Grade Level High School *Suggested Time of Use* 1 sem.

OBJECTIVES: The student will be able to evaluate and develop effective ads for newspapers.

SUMMARY DESCRIPTION: An instructional package to aid the coordinator in teaching basic procedures and techniques of newspaper advertising layout and design. The entire 109 page unit includes an instructional outline, references for further investigation, student handouts, and transparency masters. In addition, 60 35mm slides may be purchased separately which illustrate each of the ads and concepts covered. Although not essential to the unit, the slides add greatly to the acceptance and retention of the material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PUTTING IT TOGETHER

Author *Date Pub.* 1972

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $15.00 *Length* 80 slides

Grade Level High School *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: These 80 slides tie in directly with the manual by the same name. The slides are not essential to teaching the advertising unit, but add greatly to the understanding and retention of each of the advertising principles covered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN ADVERTISING AND PROMOTION STRATEGY

Author Arnold M. Barban and C. H. Sandage *Date Pub.* 1968

Publisher Richard D. Irwin, Homewood, IL

Teacher or Student Material Student *Cost* *Length* 301 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The book is applicable to those courses where the sole focus is advertising, as well as in those instances where advertising is treated as a part of a broader conceptual field. The readings are located within a conceptual framework that provides a unifying approach for all material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title REDISCOVERING MAGAZINES

Author *Date Pub.* 1972

Publisher Magazine Publishers Association, 575 Lexington Avenue, New York, NY 10022

Teacher or Student Material Both *Cost* Free *Length* 32 pages

Grade Level Collegiate *Suggested Time of Use* 1 day

OBJECTIVES:

SUMMARY DESCRIPTION: A pocket-piece covering facts about magazines. Research, statistics, and perspective are presented in a way calculated to be helpful to both buyers and sellers of magazine advertising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL ADVERTISING COPY: THE HOW, THE WHAT, THE WHY

Author Judy Young Ocko *Date Pub.* 1971

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Both *Cost* $4.95 *Length* 96 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: An up-to-date book that tells not only how to write better copy but also explains the thinking behind it. Covers every facet of retail advertising from posters, storewide sales, direct mail, broadcasting. Tells how to work with art departments and gives hundreds of examples in simple, direct and vivid language.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL ADVERTISING AND SALES PROMOTION

Author Russell A. Brown and Charles M. Edwards *Date Pub.* 1959

Publisher Prentice-Hall, Inc., Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* ______ *Length* 705 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book deals with the advertising practices in both large and small stores. However, more attention is paid to the practices of the large stores primarily since it enables the presentation of a more complete account of sales promotion methods and procedures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL BROADCASTER RADIO AND/OR TELEVISION EDITION MONTHLY

Author ______ *Date Pub.* ______

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* Radio or TV Edition $11.00/Combination $19.00 *Length* 4 pages

Grade Level Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Features the latest developments, success stories and ideas of retail broadcasting in radio and TV. Includes excerpts from important speeches, trade talk and information on how best to use radio and TV as an advertising media.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE RIGHT ANGLES

Author Babette Hall *Date Pub.* 1965

Publisher Ines Washburn, Inc., New York, NY

Teacher or Student Material Student *Cost* *Length* 160 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 month

OBJECTIVES:

SUMMARY DESCRIPTION: The purpose of this book is to present a close-up of the publicist. It shows what he does, how he goes about his trade, his relationship with the press, TV, radio, and his clients, and his ethics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES PLANNER

Author *Date Pub.*

Publisher National Retail Hardware Association
964 North Pennsylvania Street, Indianapolis, IN 46204

Teacher or Student Material Student *Cost* Free *Length*

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A complete, 12 month advertising and promotion calendar for the hardwareman. Contains work sheets, promotion ideas, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES PROMOTION ENCYCLOPEDIA VOLUME II

Author *Date Pub.* 1963

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Both *Cost* $20.00 *Length* 532 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The Sales Promotion Encyclopedia Volume II is designed to make available case histories on all types of sales promotion activities which have been assembled since 1958 in the NRMA Loan Library in New York. Actual case histories of how stores have staged back-to-school campaigns, Christmas promotions and events, clubs, community and downtown promotions, contests, Easter, Father's Day, Mother's Day, exhibits and fashion shows, institutional advertising, openings, customer service programs, etc. are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE STORY OF THE YELLOW PAGES

Author *Date Pub.* 1972

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $15.00 *Length* 80 slides

Grade Level Secondary *Suggested Time of Use* 1 day

OBJECTIVES:

SUMMARY DESCRIPTION: An unusual but much used aspect of advertising is the telephone directory yellow pages. This is the subject of this presentation which features 80 color 35mm slides and a taped narrative available in a choice of reel-to-reel or cassette. An accompanying booklet also gives the script for the tapes presentation so that the user can easily insert his own ideas. This presentation was developed through the courtesy of Ohio Bell with the idea that more D. E. students will someday be involved in writing ads for the yellow pages rather than national TV or magazines.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STRATEGY IN ADVERTISING

Author Leo Bogart *Date Pub.* 1967

Publisher Harcourt, Brace & World, New York, NY

Teacher or Student Material Student *Cost* $2.85 *Length* 336 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Concentrating on the qualities of mass communications that lend themselves to marketing purposes, the author focuses sharply on media strategy--how much to spend, where, in what kind of message units, how often, aimed at particular targets--areas where he feels the advertiser can exercise rational controls.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUCCESSFUL STORE ADVERTISING

Author Kenneth Collins *Date Pub.* 1959

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $1.75 *Length* 52 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A detailed study of retail store promotion, with particular emphasis on writing good copy. Discusses institutional copy for the store, vender-paid advertising and the writing of compelling headlines.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TELEVISIONS CLASSIC COMMERCIALS

Author Lincoln Diamant *Date Pub.* 1971

Publisher Hastings House Publishers, 10 East 40 Street, New York, NY

Teacher or Student Material Student *Cost* $14.50 *Length* 305 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: The purpose of this book is to show the social impact of these commercials. Each was judged on longevity, memorability and influence on latter technique.

SUMMARY DESCRIPTION: A study of the 69 "classic" commercials aired on U. S. television between 1948 and 1958. This book assesses not only their sales impact, but also their overall marketing and sociological significance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TV COMMERCIALS - HOW TO CREATE SUCCESSFUL TV ADVERTISING

Author Charles Anthony Wainwright *Date Pub.* 1971

Publisher Hastings House Publishers, 10 East 40 Street, New York, NY

Teacher or Student Material Student *Cost* $8.95 *Length* 316 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Examines the total commercial from original idea to finished film. Specific subjects examined include costs, research, local and foreign commercials, commercials for children and teenagers, and the creativity process that goes into the idea of the commercials.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 256 TESTED PROMOTION IDEAS FOR MEN'S WEAR RETAILERS

Author Neal Fahy *Date Pub.* 1959

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $1.00 *Length* 56 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to provide stores with the benefit of Madison Avenue thinking. The promotional experience of more than 250 stores of all types--small, medium and large stores--independent, department and chain stores--are reviewed and included. For example, ideas for reactivating accounts, Father's Day, credit plans, cooperative promotions, give aways and premiums, fashion shows, and public relations guarantees.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title UNIPAC: ADVERTISING MATH

Author Ira Martel *Date Pub.* 1971

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Student *Cost* $1.50 *Length* 30 pages

Grade Level Secondary *Suggested Time of Use* 6 hours

OBJECTIVES: To give the distributive education student a basic understanding of the mathematical concepts most often used in advertising.

SUMMARY DESCRIPTION: An individual student package of 6 lessons designed to give a basic understanding of the mathematical concepts most often used in advertising. This booklet includes a pre-test, post-test, and practice exercises or projects for each section.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOU BE THE JUDGE: ADVERTISING

Author Jimmy G. Koeninger *Date Pub.* 1973

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 40 pages

Grade Level Secondary *Suggested Time of Use* 10 hours

OBJECTIVES: The student will be able to identify effective advertising layout practices in actual newspaper advertisements.

SUMMARY DESCRIPTION: This booklet includes ten 35mm slides of newspaper ads and the materials necessary to help a student judge the ad in the same terms used in the National DECA advertising competition. This would be used to round out a unit in advertising and comes complete with 10 transparencies of the expert judges' rating of each of 10 ads.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Transparencies

APPAREL AND ACCESSORIES

04.02 00 00

Organized subject matter and learning experiences related to the variety of sales, fashion coordination, and sales-supporting tasks performed by distributive employees and management personnel in retail and wholesale establishments primarily engaged in selling clothing of all kinds, including related articles for personal wear and adornment.

Title AFIA FACT SERVICE

Author *Date Pub.* 1973

Publisher AFIA, Suite 900, 1611 North Kent Street, Arlington, VA

Teacher or Student Material Teacher *Cost* $45.00 for schools or libraries/$75.00 for individuals *Length* 200 pages

Grade Level Collegiate *Suggested Time of Use* 1 week

OBJECTIVES: To provide all the important data about the footwear industry and to enable market research, projections, and statistical analysis.

SUMMARY DESCRIPTION: **Shows** how statistics are used in the footwear industry to analyze market, location of a plant site, projection of sales, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ABOUT CARE AND KODEL

Author *Date Pub.*

Publisher Educational Dept.
Eastman Chemical Products, Inc., 260 Madison Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* *Length* 6 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A review of factors involved in the production and use of merchandise made with this fiber.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ALL THE NATURAL WONDERS OF WOOL

Author __________ *Date Pub.* ______

Wool Education Center
Publisher American Wool Council, Suite 520, 909 Seventeenth Street, Denver, CO 80202

Teacher or Student Material Teacher *Cost* Free *Length* ______

Grade Level Secondary/Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: This booklet contains a scientific analysis of wool fiber, information on recent technological developments, machine-washability, permanent creasing, pleating, rain-and-stain repellency.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title APPAREL AND ACCESSORIES FOR WOMEN, MISSES AND CHILDREN

Author Karen R. Gillespie *Date Pub.* 1965

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 19 pages

Grade Level Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: This pamphlet has been prepared for those persons interested in any phase of this industry. It describes and gives references pertaining to advertising, Better Business Bureau rulings, distribution of products, fabrics, fashions, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ARNEL

Author ____________ *Date Pub.* ______

Publisher Celanese Fibers Co., 522 Fifth Avenue, New York, NY 10036

Teacher or Student Material Student *Cost* ______ *Length* 3 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Briefly reports on this fiber's features. Details what Arnel looks like in different forms, how it is made, and how to take care of it.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC FASHION TRAINING

Author ____________ *Date Pub.* 1969

Publisher Texas Education Agency and
The University of Texas, Austin, TX

Teacher or Student Material Student *Cost* ______ *Length* 76 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To prepare people for the sale of women's apparel.

SUMMARY DESCRIPTION: Introduction to fashion, fabrics, color, basic figure types, and knowledge of design-line-form are some of the topics covered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BEST OF NEW YORK

Author *Date Pub.* 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $80.00 *Length* 86 slides

Grade Level Secondary/Collegiate *Suggested Time of Use* 2 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: A slide series of fashions from the designer houses in New York: de La Renta, Blass, Brooks, Beene, etc. Commentary, summary and a glossary of key terms are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BEST OF NEW YORK FALL 1972

Author *Date Pub.*

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $80.00 *Length* 45 slides

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The design houses of New York; their designers and creations for the Fall of 1972. Commentary, summary and a glossary of terms are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BOUTIQUES

Author Date Pub. 1968

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student Cost $64.00 Length 34 slides

Grade Level Secondary/Collegiate Suggested Time of Use 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: The impact of the boutique across the nation. Also shows different boutiques.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title BUYING CLOTHES WISELY

Author Date Pub.

Publisher Home Economics Dept.
Pendleton Woolen Mills, 218 S. W. Jefferson Street, Portland, OR 97201

Teacher or Student Material Student Cost Length 4 pages

Grade Level Secondary/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Draws attention to the merits of wool. Describes quality, tells you to look for such extras as moth-proofing, and consider how much it will cost to take care of. Gives directions for pressing wool using a cotton-lined wool press cloth.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAN YOU IMAGINE?

Author ______ *Date Pub.* ______

Publisher American Textile Manufacturers Institute, Modern Talking Picture Service, 1212 Avenue of the Americas, New York, NY 10036

Teacher or Student Material Student *Cost* ______ *Length* 13½ min.

Grade Level Secondary/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A color movie that illustrates the role that textiles play in daily life--at home, in sports, in industry and in national defense.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A CAPSULE COURSE ON CORDUROY

Author ______ *Date Pub.* ______

Publisher Corduroy Council of America, 15 East 53 Street, New York, NY 10022

Teacher or Student Material Teacher *Cost* ______ *Length* Chart

Grade Level Secondary/Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Introdues one to the members of the corduroy family: pinwale, novelty weaves, combed corduroy, prints, mid-wale, wide-wale, and thickset. Offers a sample of each, tells what it is used for and why. Also gives washing and ironing instructions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CELANESE ACETATE

Author ______ *Date Pub.* ______

Publisher Celanese Fibers Co., 522 Fifth Avenue, New York, NY 10036

Teacher or Student Material Student *Cost* ______ *Length* 3 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Outlines the fiber's advantages, tells how it is made from trees, and describes its wide range of uses in knits, lingeries, and home furnishings. Also specifies how to wash and iron fabrics containing acetate.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CELANESE ON YOUR SALES FORCE

Author ______ *Date Pub.* ______

Publisher Advertising Dept.
Celanese Fibers Co., 522 Fifth Avenue, New York, NY 10036

Teacher or Student Material Student *Cost* ______ *Length* 35 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Introduces the textures, patterns, performance qualities, colors, clothing and home furnishing fashions made of the company's synthetic fabrics. Describes consumer education activities, such as a fabric library where designers, manufacturers, editors, and retailers can preview next season's fashions and fabrics, performance tests and identification, and staff members who can be consulted on special problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHEMSTRAND CORPORATION HAS A WAY WITH NYLON

Author *Date Pub.*

Publisher Chemstrand Corp., 350 Fifth Avenue, New York, NY 10001

Teacher or Student Material Student *Cost* *Length* 11 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Tells how fabrics were developed, made, and are used in light and heavy upholstery, camping clothes, car seat-covers, carpets, stretch fabrics for sportswear, and silklike fabrics used by high-fashion designers. Describes the company's plant and how nylon is controlled automatically during spinning and drawing "to produce uniform denier and unbroken yarn." Illustrates nylon used in Monsanto's Plastic Home of the Future.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHROMSPUN ACETATE: ESTRON ACETATE

Author *Date Pub.*

Publisher Education Dept.
Eastman Chemical Products, Inc., 260 Madison Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* *Length* 4 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes properties of these man-made fibers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CLOTHES AND YOU: LINE AND PROPORTION

Author ______ *Date Pub.* ______

Publisher Coronet, c/o Film Library, New York State College of Home Economics Roberts Hall, Cornell University, Ithaca, NY 14850

Teacher or Student Material Teacher *Cost* $2.00 Rental *Length* 11 min.

Grade Level Secondary/Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: This film shows a high school class considering how to select clothes: how to analyze body type and good features, the importance of line on width and height, proportion and skirt length, and choosing the right accessories.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE CLOTHES WE WEAR

Author ______ *Date Pub.* ______

Publisher National Education Association Dept. of Home Economics, 1201 Sixteenth Street, N.W., Washington, DC 20036

Teacher or Student Material Student *Cost* ______ *Length* 32 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Offers help in building a personalized, coordinated wardrobe. Practical information on the psychological and social implications of clothing as well as cost, daily, weekly and seasonal care and proper storage.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COLOR FOR JOY

Author *Date Pub.*

Publisher Rit Dye Corn Products Co.
order from Association Films, Inc., 600 Madison Avenue, New York, NY

Teacher or Student Material Teacher *Cost* *Length* 15 minutes

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A movie that gives step-by-step techniques on dyeing with color.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's guide and student booklets.

Title COLOR, LINE, AND DESIGN

Author *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $5.48 *Length* 152 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Fashion drawing and sketching for the non-artist. Covers color theory, psychology and application related to apparel, sales promotion and advertising. Reviews history of costumes with text and illustrations to teach historical influence on modern dress. Discusses accessories, basic silhouettes, clothing details, size ranges, and categories. A jointed fashion figure and full color chart are included with the text.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

Title CONSUMER BUYING GUIDES

Author *Date Pub.*

Publisher Education & Consumer Relations J. C. Penney Co., 1401 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Teacher *Cost* $ .05 *Length*

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Gives complete information needed for wise buying for shoes, men's dress shirts, fabrics, foundation garments for teens, swimwear, sweaters, slips, men's and boy's sport coats, gloves, hosiery, young men's slacks.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CORDUROY, FROM WORK CLOTHES TO GLAMOUR

Author *Date Pub.*

Publisher Corduroy Council of America, 15 East 53 Street, New York, NY 10022

Teacher or Student Material Student *Cost* *Length* Folder

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A brief history of corduroy from the 18th Century to its popularity today as a fabric for sports clothes, maternity wear, and home furnishings.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COTTON

Author _______________ *Date Pub.* _______

Publisher National Cotton Council of America, P. O. Box 12285, Memphis, TN 38112

Teacher or Student Material Teacher *Cost* _______ *Length* Poster

Grade Level Secondary/Collegiate *Suggested Time of Use* _______

OBJECTIVES:

SUMMARY DESCRIPTION: Paintings show cotton being planted, cultivated, sprayed, picked mechanically, processed and ginned, woven, finished, sewn, and used in industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COTTON FACTS ABOUT FIBER AND FABRIC

Author _______________ *Date Pub.* _______

Publisher National Cotton Council of America, P. O. Box 12285, Memphis, TN 38112

Teacher or Student Material Student *Cost* _______ *Length* 14 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* _______

OBJECTIVES:

SUMMARY DESCRIPTION: Describes current research to develop new cotton stretch fabrics and cottons with more luster and different kinds of finishes--and for a cotton fabric for cold climates. Includes shopping tips.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COTTON FROM FIELD TO FABRIC

Author *Date Pub.*

Publisher National Cotton Council of America, P. O. Box 12285, Memphis, TN 38112

Teacher or Student Material Teacher *Cost* Free *Length* 28 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the phases of the cotton industry from planting to the latest methods for finishing the cloth. Explains the technical points of knitted and bonded cotton fabrics. Lists the memorable dates in the history of cotton from 5000 B.C.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREATIVE MEN'S WEAR RETAILING

Author S. Thomas Saltz *Date Pub.* 1961

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $1.50 *Length* 84 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 2 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: A series of 69 articles, reprinted from Daily News Record, explaining all phases of men's wear retailing including decor, display, pricing, advertising, sales training, credit and collection and location selection.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A DEFINITIVE GUIDE TO PERMANENT PRESS

Author *Date Pub.*

Publisher Celanese Fibers Marketing Co., 522 Fifth Avenue, New York, NY 10036

Teacher or Student Material Student *Cost* *Length* 20 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the "technology, processes, and end uses" of this process. Gives "a simple explanation of creases versus wrinkles" and describes in detail the two basic types of permanent press finishes. Answers common questions on the process and promises that from now on "it will have a permanent place in textiles." Lists "the range of end uses for PP fabrics," with examples. Includes a dictionary of terms and shows samples of the manufacturers' guarantee tags on all PP fabrics made with Fortrel.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE DEPENDABLE FIBER

Author *Date Pub.*

Publisher Product Information, Public Relations Dept., American Viscose Div.
FMC Corp., 1617 John F. Kennedy Boulevard, Philadelphia, PA 19103

Teacher or Student Material Student *Cost* *Length* 12 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates garments and other uses of Avril: blended with cotton, rayon acrylics, polyesters, or alone.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A DICTIONARY OF TEXTILE TERMS

Author ______ *Date Pub.* ______

Publisher Dan River Mills, Inc., 111 West 40 Street, New York, NY 10018

Teacher or Student Material Both *Cost* ______ *Length* ______

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A pocket-size compilation of terms in the Language of Textiles that includes a selection of the more basic terms. Also lists textile organizations that aim to improve the textile industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE DO'S AND DON'TS OF BRA AND GIRDLE BUYING

Author ______ *Date Pub.* ______

Publisher The Lovable Co., 200 Madison Avenue, New York, NY 10016

Teacher or Student Material Teacher *Cost* ______ *Length* Wall chart

Grade Level Secondary/Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A wall chart that illustrates points to consider in fitting undergarments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DRESS - THE CLOTHING TEXTBOOK

Author Bess V. Oerke, as revised by Eleanor J. Gawne *Date Pub.* ______

Publisher Charles A. Bennett Co., Inc., 809 West Detweiller Drive, Peoria, IL 61614

Teacher or Student Material Student *Cost* $6.96 *Length* 672 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Applies concepts of color, design, fabric selection and the many meanings of dress to personality. Uses history as a guide to current fashions and sets up sound values and principles of style and fashion. Keys to trends and cycles are included. A variety of projects develops skills and sound consumer practices.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide free

Title EUROPEAN COUTURE I

Aut[illegible] ______ *Date Pub.* 1971

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $80.00 *Length* 45 slides

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Slides on great European Couture Houses, their designers and creations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary and a glossary of terms are included.

Title EUROPEAN COUTURE II

Author *Date Pub.* 1971

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $80.00 *Length* 41 slides

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Shows European Couture Houses, their designers and creations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary and a glossary of terms are included.

Title EUROPEAN COUTURE - FALL '72

Author *Date Pub.* 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $120.00 *Length* 75 slides

Grade Level Secondary/Collegiate *Suggested Time of Use* 2 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: Slides on great European Couture Houses, their designers and creations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary and a glossary of terms are included.

Title EUROPEAN COUTURE - SPRING '72

Author *Date Pub.* 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $120.00 *Length* 75 slides

Grade Level Secondary/Collegiate *Suggested Time of Use* 2 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: Slides on great European Couture Houses, their designers and creations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary and a glossary of terms are included.

Title EUROPEAN READY-TO-WEAR

Author *Date Pub.* 1971

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $80.00 *Length* 45 slides

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Shows the trend away from the haute couture to the ready-to-wear fashions for women.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary and a glossary of terms are included.

Title EUROPEAN READY-TO-WEAR - FALL '72

Author ______ *Date Pub.* 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $80.00 *Length* 45 slides

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Slides on European ready-to-wear for Fall '72.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary and a glossary of terms are included.

Title EVOLUTION OF FASHION

Author ______ *Date Pub.* ______

Publisher Milady Publishing Corporation, 3839 White Plains Road, Bronx, NY 10467

Teacher or Student Material Teacher *Cost* $160.00 *Length* 106 slides

Grade Level Secondary/Collegiate *Suggested Time of Use* 2 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: An audio-visual teaching aid consisting of 106 full-color slides and a compact cassette tape, tracing the development of fashion from earliest times to the present.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Manual contains suggestions for 10 lessons, exam reviews, and the complete script with a commentary.

Title FMC FIBERS AND FILMS

Author ______ *Date Pub.* ______

Publisher Product Information Services, Fibers Operations
American Viscose Div., FMC Corp., 350 Fifth Avenue, New York, NY 10001

Teacher or Student Material Student *Cost* ______ *Length* 20 minutes

Grade Level Secondary/Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A 16 mm movie showing rayon, acetate, and cellophane being manufactured and used in clothing, home furnishings, and in industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FABRIC ALMANAC

Author Marvin Klapper *Date Pub.* 1971

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $4.95 *Length* 148 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To help those concerned with textiles to keep pace with the many changes taking place.

SUMMARY DESCRIPTION: A glossary of important textile terms. Includes analysis of trends in technology, description of natural fibers, charts production areas, shows key industry statistics and lists general and trademark names for all leading fiber houses.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FABRIC DICTIONARY

Author *Date Pub.*

Publisher Educational Dept., The Butterick Co., Inc., P.O. Box 1752, Altoona, PA

Teacher or Student Material Student *Cost* $ .05 *Length* 6 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Shows swatches and describes 73 fabrics from alpaca to voile, telling what each is made of and its use.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FABRIC FACTS

Author *Date Pub.*

Publisher National Institute of Drycleaning, Silver Spring, MD 20910

Teacher or Student Material Teacher *Cost* $2.00 for 2 years *Length* 12 issues

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A bulletin service that offers technical information about fabrics and fibers for retail stores, educators, Extension personnel, and Better Business Bureau.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FABRICS FOR CLOTHING

Author Eleanor J. Gawne *Date Pub.* 1973

Publisher Charles A. Bennett Co., Inc., 809 W. Detweiller Drive, Peoria, IL 61614

Teacher or Student Material Student *Cost* $1.77 *Length* 128 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Gives complete information on textiles from fiber to finished fabrics, history, sources and production, varieties, properties of fibers, manufacturing methods, yarns, weaves, color and design, dyes, printing, uses and care for each fabric. Covers new consumer laws for care, labeling and flammability.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FACTS ABOUT MERCHANDISE

Author William B. Logan and Helen M. Moon *Date Pub.* 1967

Publisher Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* $6.57 *Length* 372 pages

Grade Level Secondary *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a description and analysis of the products most frequently bought and sold in department stores. Stresses buying benefits.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Film Lists ($2.20)

Title FACTS ABOUT ZEPEL FABRIC FLUORIDIZER

Author *Date Pub.*

Publisher E. I. DuPont De Nemours & Co., Inc.
Organic Chemicals Dept., Dyes and Chemicals Div., Wilmington, DE 19898

Teacher or Student Material Student *Cost* Free *Length* 7 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the new finish, how it works, how to recognize it in home furnishings and wearing apparel.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE FACTS SPEAK FOR THEMSELVES

Author *Date Pub.*

Publisher Marketing Div., Koratron Co., Inc., 617 Mission Street, San Francisco, CA

Teacher or Student Material Student *Cost* Free *Length*

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Presents information about the Koratron Company's patented process for permanent press fabrics and the quality control program initiated by the company.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FAIRCHILD'S DICTIONARY OF TEXTILES

Author Edited by Isabel B. Wingate *Date Pub.* 1970

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $35.00 *Length* 670 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Includes more than 13,000 definitions relating to the textile industry. Covers producers, converters and distributors of textile products, manufacturers of equipment, selling and promotion agencies and researchers. Contains historical background as well as current information on fabrics, fibers and finishes, including trademarks.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FASHION BUYING

Author *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $3.75 *Length* 121 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the different types of buying jobs in large departmentalized units, chain stores, and resident offices. Provides insight into the principles of fashion buying and merchandising. Contents include fashion merchandising, understanding fashion, customers of fashion, the buyer's job, what and how much to buy, inventory, past sales records, placing merchandising orders.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

Title FASHION COORDINATION

Author *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $5.48 *Length* 156 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the various levels and diversification of activities for the fashion coordinator. Includes: fashion, consumer, trade and retail calendars; sources of information and market activities; planning and production of fashion shows, merchandising seminars and clinics; planning for a new fashion season; working with buying offices, manufacturers, retail stores, and textile firms; the fashion stylist handbook, functions, activities, checklist and report forms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

Title FASHION DESIGN FOR MODERNS

Author Rosalie [illegible] *Date Pub.* 1970

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $5.95 *Length* 128 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 month

OBJECTIVES:

SUMMARY DESCRIPTION: View of the fast-paced fashion industry. Gives the inside story on fabrics and buyers; on how a sample is made and a collection organized through pricing decisions, previews, "opening day" and the practical follow-through.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FASHION IN THE MAKING

Author *Date Pub.* 1970

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $100.00 *Length* 35 slides

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Shows all steps in fashion making from concept through production to the customer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included as well as a sample test and suggested projects.

Title FASHION MERCHANDISING

Author *Date Pub.* 1969

Publisher University of New York, Albany, NY

Teacher or Student Material Teacher *Cost* Free *Length* 57 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES: To broaden the student's knowledge of fashion merchandising.

SUMMARY DESCRIPTION: Contains lessons on how to sell fashion, color, design, textiles and other aspects of fashion merchandising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FASHION MERCHANDISING

Author Judelle and Troxell ***Date Pub.*** 1971

Publisher Gregg/McGraw-Hill Book Company, Hi[illegible]tstown, NJ 08520

Teacher or Student Material Student ***Cost*** $7.00 ***Length*** 406 pages

Grade Level Secondary/Collegiate ***Suggested Time of Use*** 1 sem.

OBJECTIVES: To prepare the student for employment as an assistant buyer, buyer, or fashion coordinator. It enables the student to develop the skills needed to fulfill job requirements.

SUMMARY DESCRIPTION: Organized into 3 parts. Part One: "The Dynamics of Fashion," describes the environment in which fashion thrives--terminology, sociological, economic, psychological factors, historical perspective and movement of fashion. Part Two: "Marketers of Fashion," explores organization and operation and current marketing trends--producers of textile fibers, how consumer product is manufactured, and types of retail organizations. Part Three: "Retail Merchandising of Fashion,"--customer demand, merchandise plan, the market trip, advertising and display, and fashion coordination. Two appendixes, a glossary and a bibliography.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Instructor's Manual and Key ($2.00)

Title FASHION MERCHANDISING INTERNSHIP PROGRAM WORKBOOK

Author ***Date Pub.***

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student ***Cost*** $7.50 ***Length*** 130 pages

Grade Level Secondary/Collegiate/Adult ***Suggested Time of Use*** 1 sem.

OBJECTIVES: To build knowledge, understanding and confidence while the student is employed in a Work/Study program.

SUMMARY DESCRIPTION: Every phase of retail store activity is covered with charts and forms and questions to be filled out. Explains store policies and rules, employment and training, merchandising information, organization, sales promotion and merchandising activities, supervision, systems and procedures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

Title FASHION SALES PROMOTION

Author Stanley Goodman and Arthur A Winters *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $4.20 *Length* 128 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with the concepts and terminology which are relevant to the sales promotion of fashion in each of its selling levels.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

Title FASHION TEXTILE KIT

Author Lillian Kushel *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $6.98 *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Contains over 50 fabric swatches, selected for fiber content, construction, methods of coloring and finishing. Swatches are keyed to illustrate technical information described in the Text-Workbook as well as for use in the laboratory section of the Workbook. Professional pick glass and Textile Dictionary is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FASHION TEXTILES AND LABORATORY WORKBOOK

Author Lillian Kushel *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $7.50 *Length* 245 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To enable the student to determine which articles of clothing are more durable or more serviceable.

SUMMARY DESCRIPTION: By means of standardized tests and procedures, the student will learn to identify fabrics, judge how they were constructed or manufactured, and to determine the various finishes of cloth. Contents include terminology, textile fibers, textile yarns, fiber identification tests, fabric construction, finishing fabrics, fabric ads, fabric swatches, using the pick glass, determining work from filling, fabric coloring, face and backs of cloth and widths.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

Title FASHION VOCABULARY AND DICTATION

Author *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $3.98 *Length* 144 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A text for the fashion secretarial student or the professional fashion writer. Offers specialized dictation and transcription practice relating to correspondence, reports, and other secretarial duties in the fashion industry. Contents include grammar, carbon copies, dictation hints, dictionary usage, fashion terminology, interoffice correspondence, transcript guides, manuscript preparation, postal information, preparation of minutes, proofreading, transcription hints, public relations, and integrated student skill-building activities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

Title FASHION WRITING

Author Polly Guerin *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Stre[illegible], Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $7.50 *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the special language of fashion writing as used in the industry. Describes and illustrates fashion reports, press releases, news stories, fashion and trade magazines, fashion show scripts, special events, radio and TV advertising and promotion, mail order catalogs, teens and boards, and bridal promotions. Student projects suggested for each type of writing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

Title FIBER FACTS, 1967-1968

Author *Date Pub.*

Publisher American Viscose Div.
FMC Corp., 1617 John F. Kennedy Boulevard, Philadelphia, PA

Teacher or Student Material Student *Cost* Free *Length* 89 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A pocket guide to man-made fibers. Lists them by trademark and describes the merits and uses of nylon, acetate, saran, polyester, etc. Describes the company's fibers, their strength, shrinkage, wrinkle recovery, appearance after tumbling dry, washing, and hanging, resistance to fading, etc., and the test methods used. Includes a denier conversion table, spinning twist calculator, and a glossary of textile terms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FIBER PRIMER

Author Date Pub.

Publisher Fibers Div., American Cyanamid Co., 111 West 40 Street, New York, NY 10018

Teacher or Student Material Student Cost Free Length 4 pages

Grade Level Secondary/Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A guide to the new official generic terms in natural and man-made fibers. Defines 17 fibers from acetate to wool: where they come from, how they are made, their trademarks; uses; and features.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FIBERS AND FABRICS

Author Date Pub.

Publisher Educational Dept., Vogue Pattern Service
The Butterick Co., Inc., P.O. Box 1752, Altoona, Pa

Teacher or Student Material Student Cost Free Length

Grade Level Secondary/Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Describes 91 natural fibers and the generic names and characteristics of 10 man-made fiber families so you can "judge the kind of performance you'll get from any fabric you buy." Shows an example of each one.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FIBERS AND FABRICS

Author *Date Pub.* 1967

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* $5.50 *Length* 275 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Product specifications and information on all natural and many of the synthetic fibers; also includes finishes, care, construction, weaves, and uses of fabrics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer Book ($3.00)

Title FIGURE PERFECT

Author *Date Pub.*

Publisher The Corset and Brassiere Council, 180 Madison Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* Free *Length*

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A comprehensive guide to selection, wear and care of foundation garments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FIGURE TYPES AND HOW THEY DIFFER

Author *Date Pub.*

Publisher Educational Dept., Vogue Pattern Service
The Butterick Co., Inc., P.O. Box 1752, Altoona, PA

Teacher or Student Material Student *Cost* $ .05 *Length* Poster

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Tells how to find your size, choosing from seven types of patterns. Explains that pattern sizes are determined by body measurements, never by age or ready-to-wear clothes. Tells how to measure yourself and diagrams subteen, teen, young junior, junior, miss, woman's and half-size figures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FIT IS FUNDAMENTAL TO FASHION

Author *Date Pub.*

Publisher Educational Dept., The Butterick Co., Inc., P.O. Box 1752, Altoona, PA

Teacher or Student Material Student *Cost* Free *Length* Folder

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Helps find your figure type by comparing the measurements for different types of figures. Explains how to measure yourself and shows how to pick your pattern size. Sketches directions for adjusting patterns at waistline, hips, bodice, back, shoulders, and sleeve.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FLEECE TO FABRIC

Author *Date Pub.*

Publisher Wool Education Center
American Wool Council, Suite 520, 909 Seventeenth Street, Denver, CO 80202

Teacher or Student Material Student *Cost* $2.00 *Length* Chart

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A processing chart with actual samples at each stage of the processing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FOOTWEAR

Author Karen R. Gillespie *Date Pub.* 1965

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Teacher *Cost* Free *Length* 16 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography of references dealing with the footwear industry. A general summary of the industry and its requirements is given preceding the actual bibliography of materials dealing with the field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE FOOTWEAR INDUSTRY: PROFILES IN LEADERSHIP

Author Edited by Richard L. Cohen **Date Pub.** 1967

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both **Cost** $6.95 **Length** 250 pages

Grade Level Secondary/Collegiate **Suggested Time of Use** 1 month

OBJECTIVES:

SUMMARY DESCRIPTION: A series of interviews with key footwear executives. Tells what qualities they have that have made them a success Some examples are executives from Genesco, Melville Shoe Corp. and Hugh Puppies.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FORUM

Author **Date Pub.**

Educational & Consumer Relations
Publisher J. C. Penney Co., Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Teacher **Cost** $1.00 **Length**

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Features information developed in depth for teaching purposes. A consumer buying guide inserted in each magazine.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FUNDAMENTALS OF MEN'S WEAR RETAILING

Author *Date Pub.* 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $80.00 *Length* 39 slides

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Explains new trends in men's wear: new textile developments, distribution, merchandising, and marketing of men's wear.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, glossary of terms and discussion questions are included.

Title GLOVE LIFE--THE COMPLETE GLOVE MANUAL

Author *Date Pub.*

Publisher National Association of Glove Manufacturers
52 South Main Street, Gloversville, NY 12079

Teacher or Student Material Teacher *Cost* $1.00 *Length*

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A teacher's manual.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GLOVES--FASHION & ETIQUETTE

Author *Date Pub.*

Publisher Hansen Glove Corp., 500 Fifth Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* Free *Length* 24 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Traces the history of gloves and tells what length of gloves to wear with various kinds of clothes, how to judge workmanship and fit, how to store gloves and how to wash leather gloves. Tells when to leave gloves on and when to take them off, and ways to get children and teenagers to wear gloves.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE GOOD HOUSEKEEPING GUIDE TO DURABLE PRESS

Author *Date Pub.*

Publisher Good Housekeeping Bulletin Service
Eighth Avenue at 57 Street, New York, NY 10019

Teacher or Student Material Student *Cost* $ .10 *Length* 12 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A comprehensive report on Durable Press. Presents tested standards for Durable Press and explains how it differs from wash and wear. Gives tips on how to use the washer and dryer to handle it successfully, and "Ten Commandments for the Care of Durable Press" that are followed by the industry. Covers water temperature, soaps, detergents, bleaches, water conditioners and fabric softeners, ironing for touch ups, and home sewing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GREAT DEVELOPMENTS IN FASHION Set I - The Dome Skirt, Set II - The Peg Skirt

Author *Date Pub.* 1971 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $95.00 *Length* 40 slides

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Presentation of the 2 great developments in fashion: the dome skirt and the peg skirt

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, glossary of terms and discussion questions are included.

Title GUIDE TO FASHION MARKETING AND MERCHANDISING

Author *Date Pub.* 1974

Publisher Milady Publishing Corporation, 3839 White Plains Road, Bronx, NY 10467

Teacher or Student Material Student *Cost* *Length*

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Contains the following topics: personal selling, fashion promotion, retailing, the buyer, merchandise arithmetic and executive leadership.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GUIDE TO FASHION MERCHANDISE KNOWLEDGE - VOLUME I

Author *Date Pub.*

Publisher Milady Publishing Corporation, 3839 White Plains Road, Bronx, NY 10467

Teacher or Student Material Student *Cost* $7.00 *Length*

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Contains the following topics: evolution of fashion; history architecture; furniture and decorative details; textiles; accessories; and design, color and good taste.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GUIDE TO MAN-MADE FIBERS

Author *Date Pub.*

Publisher Man-Made Fiber Producers Assn., Inc. Educational Director, 350 Fifth Avenue, New York, NY 10001

Teacher or Student Material Student *Cost* Free *Length* 8 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the characteristics of various man-made fibers such as acetate, nylon, polyester and recommended uses of each.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GUIDE FOR PERMANENT CARE LABELING

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $ .10 *Length* 12 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates recommended type of labels; suggests where they should be placed on garments; gives wording of care instructions for 14 most commonly used labels; also proposes procedures and details for over-the-counter piece goods.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE HISTORY OF THE MEN'S WEAR INDUSTRY: 1890-1950

Author *Date Pub.*

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $12.50 *Length* 404 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: History of the men's fashion industry as it emerged in America beginning with the sailor's slop-shop of the 1790's and ending with World War II and the years just following the War. The book delineates significant fashion trends and influences over the 160 year period.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOSIERY INFORMATION

Author *Date Pub.*

Publisher Burlington Hosiery Co. Advertising Dept., 666 Fifth Avenue, New York, NY 10019

Teacher or Student Material Teacher *Cost* Free *Length*

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A teacher's lesson plan.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Quiz sheets and booklets for students.

Title HOW TO BUILD AN INFANTS', CHILDREN'S & SUB-TEENS' BUSINESS

Author R. Duffy Lewis and Dorothy Stote *Date Pub.* 1956

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $4.95 *Length* 112 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 month

OBJECTIVES:

SUMMARY DESCRIPTION: A manual on children's wear retailing. Gives a practical outline for merchandising each department and training sales help for this specialized selling. Includes nationally-tested and proven staple stock lists for each department, measurement tables for sizes 1-14, sales techniques, display ideas and sales meeting information.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO GIVE A FASHION SHOW

Author Frieda S. Curtis *Date Pub.* 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $4.50 *Length* 104 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 month

OBJECTIVES: To answer all questions concerning a fashion show for the fashion coordinator, merchandise manager, buyer, retailer, designer or student.

SUMMARY DESCRIPTION: Deals with every facet of organizing and producing a fashion show. Includes: evaluating the audience, choosing the kind of show, the merchandise, models, location, cost, theme, commentator, lighting and time.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO JUDGE VALUE IN RAYON FABRICS

Author *Date Pub.*

Publisher Lit Brothers Department Store, 8th & Market Streets, Philadelphia, PA

Teacher or Student Material Student *Cost* *Length* Folder

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes characteristics and explains the differences between viscose, cuprammonium rayons and cellulose acetate rayons. Gives tips on laundering and cleaning rayon.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO JUDGE VALUE IN WOOLEN FABRICS

Author ______ Date Pub. ______

Publisher Lit Brothers Department Store, 8th & Market Streets, Philadelphia, PA

Teacher or Student Material Student Cost Free Length Folder

Grade Level Secondary/Collegiate/Adult Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: Gives points to remember about quality, characteristics, labels and grades, and describes tests for wool. Includes shrinkage instructions, and tips on care, cleaning and laundering.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO PROMOTE AN INFANTS' & CHILDREN'S WEAR STORE

Author Murray [illegible] Date Pub. 1960

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both Cost $2.75 Length 66 pages

Grade Level Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Description of the steps to take in setting up a children's wear store. Included are advertising, displays, direct mail promotion, window trimming, building a store-image in the community, budgeting, meeting discount store competition and other proven special services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO SELL FASHION

Author Annalee Gold *Date Pub.* 1968

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $7.95 *Length* 256 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A book for all fashion merchants, merchandisers, buyers and store owners. It puts into perspective all the ingredients that make for successful fashion selling--the sales staff, the promotion, the merchandise selection, the economics, and the consumer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO SELL FOOTWEAR PROFITABLY

Author John Pareti, Jr. *Date Pub.* 1967

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $6.50 *Length* 170 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book outlines the history of the industry, gives a background on shoe construction and styling, and investigates the particular problems of men's and women's footwear, along with the exploding potential of the young people's market. It also contains a large section devoted to the young salesman, including chapters on the basics of selling, good customer relations, and the art of fitting shoes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO SELL THE WHOLE STORE AS FASHION

Author Budd Gore *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $3.00 *Length* 32 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A book on the importance of fashion and how to sell it regardless of the merchandise or product. Includes 10 rules to tempt with fashion. Notes price is not a primary factor and the impetus of accessorizing to sales.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title IS THE FASHION BUSINESS YOUR BUSINESS?

Author Eleanor L. Fried *Date Pub.* 1970

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $6.95 *Length* 300 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To help a person decide whether to enter the fashion business.

SUMMARY DESCRIPTION: Detailed survey of the entire field including profiles-in-depth of each type of job, covering all the up-to-the-minute requirements, potentials, advantages and drawbacks as well as earning figures and analyses, turnover rates and complete programs of functions for each. The "first job" of job-hunting is discussed as well as new trends at all levels of distribution and the changing structure of the industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title JEWELRY, FACTS YOU SHOULD KNOW ABOUT IT

Author ***Date Pub.***

Publisher Contact your local Better Business Bureau

Teacher or Student Material Student ***Cost*** Free ***Length***

Grade Level Secondary/Collegiate ***Suggested Time of Use***

OBJECTIVES:

SUMMARY DESCRIPTION: Explains the differences in sterling, silver-plated, Sheffield plate, platinum, palladium and related metals. It points out that there are well-defined grades of quality and established market prices for minerals, but not for gems. The characteristics of a variety of precious stones are offered and consumers are advised to rely on a capable and well-informed dealer for such purchases.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title JEWELRY RETAILING

Author Arthur E. Wienslaw ***Date Pub.*** 1965

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student ***Cost*** Free ***Length*** 12 pages

Grade Level Adult ***Suggested Time of Use***

OBJECTIVES:

SUMMARY DESCRIPTION: This bulletin has been prepared for the experienced retail jeweler as well as the individual who has recently entered the trade.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title JEWELRY SALES TRAINING KIT

Author ______ ***Date Pub.*** 1968

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student ***Cost*** $30.00 ***Length*** 12 books

Grade Level Secondary ***Suggested Time of Use*** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Contains six manuals entitled Watches and Clocks, Precious Gems and Metals, Fashion Jewelry, Flatware and Holloware, Crystal, China, and Giftware, and The Jewelry Store of Today. Everything a jewelry salesman needs to know about his products and how to sell them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer books for each manual are included.

Title THE KORATRON AFFAIR

Author ______ ***Date Pub.*** ______

Publisher Koratron Co., Inc.
Order from Sterling Movies, Inc., 43 West 61 Street, New York, NY 10023

Teacher or Student Material Student ***Cost*** ______ ***Length*** 15 minutes

Grade Level Secondary/Collegiate ***Suggested Time of Use*** ______

OBJECTIVES:

SUMMARY DESCRIPTION: A movie that explains how clothes treated with the Koratron Process can be worn as they come out of the clothes dryer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LAUNDERING

Author *Date Pub.* 1973

Publisher Procter & Gamble, P.O. Box 14009, Cincinnati, OH 45214

Teacher or Student Material Student *Cost* Free *Length* 20 visuals 25 pages

Grade Level Secondary *Suggested Time of Use* 2 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: Sections on: knowing fibers, basic steps to good laundering, soaps and detergents, bleaches, fabric softeners, starches, drying, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LEATHER SALES TACTICS

Author *Date Pub.*

Publisher Leather Industries of America, 411 Fifth Avenue, New York, NY 10016

Teacher or Student Material Teacher *Cost* Free *Length* Folder

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Selling tips on how to know and sell value in leather shoes; how to recognize which types of American leather are used in different kinds of shoes; how to double sales by knowing leather, and how to know what makes a quality shoe.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A LESSON IN WOOL FABRICS

Author *Date Pub.*

Publisher American Wool Council
520 Railway Exchange Building, 909 Seventeenth Street, Denver, CO 80202

Teacher or Student Material Student *Cost* $1.00 *Length*

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Kit contains three charts with samples of wool tweed, worsted, jersey, boucle; a four-page "Glossary of Wool Fabric Terms"; a four-page description of the "Characteristics of Woolen and Worsted Fabrics"; a folder, "Job Sheet" to help students fill in the fabric charts; and a folder illustrating the steps that turn raw wool into material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAKE FASHION WORK FOR YOU

Author *Date Pub.*

Publisher Educational Dept., Vogue Pattern Service
The Butterick Co., Inc., P.O. Box 1752, Altoona, PA

Teacher or Student Material Student *Cost* $ .05 *Length* Poster

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Shows how to use color, line, and texture to give an impression of bulk, height or reduce height and slenderness. Advises that "the size of print should be in proportion to the size of the wearer."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAKEUP AS A FASHIONABLE ACCESSORY WITH EMPHASIS ON COLOR COORDINATION

Author *Date Pub.* 1974

Publisher Milady Publishing Corporation, 3839 White Plains Road, Bronx, NY 10467

Teacher or Student Material Teacher *Cost* *Length*

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Slide series that explains the basic principles of color coordination of makeup, hair and costume. A makeup selection guide and color selection guide for various skin tones, lightest to darkest, are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAKING FASHION & TEXTILE PUBLICITY WORK

Author James Cunning *Date Pub.* 1971

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $5.95 *Length* 144 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 month

OBJECTIVES: To create effective publicity strategies for fashion and textiles.

SUMMARY DESCRIPTION: A step-by-step guide on such publicity efforts as: creating the long-range publicity plan; preparing the news release; planning and selling the news feature, and developing a press kit. Also included are training aids, discussion questions and student projects.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAN-MADE FIBER FACT BOOK

Author *Date Pub.* 1967

Publisher Man-Made Fiber Producers Assn., Inc., 350 Fifth Avenue, New York, NY 10001

Teacher or Student Material Both *Cost* Free *Length* 82 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with the significant place that man-made fibers occupy in the textile industry, affording new values in function, aesthetics and economy. Man-made fibers have provided new values in established industrial textiles such as tire cord, fire hose, cordage, filters and belting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAN-MADE FIBERS

Author *Date Pub.*

Publisher Man-Made Fiber Producers Assn., Inc., 350 Fifth Avenue, New York, NY 10001

Teacher or Student Material Student *Cost* Free *Length* 48 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Details the way fibers are made from the simple elements found in coal, air, petroleum, salt and water. Describes fiber characteristics, uses, and care. Lists chemical definitions of textile fiber products, the companies which produce man-made fibers--and the trademark names they give their Acrylic, Acetate, Rayon, Nylon, Polyester, Saran, and Modacrylic fibers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAN-MADE FIBERS

Author **Date Pub.**

Publisher Industry on Parade Series, National Association of Manufacturers
c/o Film Library, New York State College of Home Economics, Roberts Hall
Cornell University, Ithaca, NY 14850 $1.50

Teacher or Student Material Student **Cost** Rental **Length** 15 minutes

Grade Level Secondary/Collegiate **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: A 16mm movie that traces the way modern synthetic fibers are manufactured, and "how this industry has been able to develop and produce better fibers and fabrics for man's use."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MARKETING TEXTILES

Author Herman D. Ruhm, Jr. **Date Pub.** 1970

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student **Cost** $5.95 **Length** 144 pages

Grade Level Secondary/Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers all the bases in Marketing Textiles. The marketing disciplines consist of product development, advertising and sales promotion, selling, quality control, credit, marketing research, converting, financial control and scheduling. In addition, the author discusses advancement, remuneration, training programs, and the impact of computers on job security in the textile field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MEN'S AND BOYS' CLOTHING

Author Elizabeth Janezeck *Date Pub.* 1965

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Teacher *Cost* Free *Length* 11 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This bibliography is a compilation of basic sources of information. It attempts to meet the requirement of merchandise information and includes material on the management level dealing with the areas of change in this field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MEN'S CLOTHING INDUSTRY: COLONIAL THROUGH MODERN TIMES

Author Harry A Cobrin *Date Pub.* 1970

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $12.50 *Length* 390 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A history of the clothing industry from the colonial through the modern times. The three central forces--labor, management and economics are analyzed in depth. The industry's growing pains are shown through every peak and low of development.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MEN'S FURNISHINGS

Author Richard Everhardt *Date Pub.* 1971

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 148 pages

Grade Level Secondary *Suggested Time of Use* 4 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: A course in men's clothing designed to give a salesman background on specific styles of items currently in fashion for men including their important features and necessary know-how for fit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Includes 67 additional pages of transparency masters and an 81 page teaching outline.

Title MENSWEAR

Author *Date Pub.* 1970

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* $6.00 *Length* 95 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Product and selling information related to men's fashions, including fabrics, weaves, construction features, styling details, fitting, alterations, sportswear, outerwear, and formal wear.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN FOOTWEAR MATERIALS AND PROCESSES

Author Walter E. Cohn *Date Pub.* 1969

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $15.00 *Length* 384 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book deals with the problems of modernization in the shoe industry. It also describes techniques that are needed for the new synthetic materials. Offers an explanation of design, styling and construction of footwear.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NEW DIMENSIONS IN WOOL

Author *Date Pub.*

Publisher The Wool Bureau, Inc., 360 Lexington Avenue, New York, NY 10017

Teacher or Student Material Teacher *Cost* Free *Length* Wall chart

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates how dimensional patterns and textures are achieved in wool fabrics. Photographs of sample fabrics illustrate freedom of expression and choice. A column on the chart offers interpretation of pattern, weave and color and how dimension is achieved by skillful combination of these elements.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NEW SALES PROMOTION IN THE TEXTILE INDUSTRY

Author James C. Cumming *Date Pub.* 1955

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $2.50 *Length* 232 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Analyzes the promotional techniques used by leading advertisers in the textile and apparel industry. Covers the advertising campaigns of yarn manufacturers, textile mills, converters, selling agents, men's and women's apparel manufacture—

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ONE WORLD OF FASHION

Author M. D. C. Crawford Revised and edited by Josephine Ellis Watkins and Beatrice Zelin *Date Pub.* 1967

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $25.00 *Length* 192 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To be used as a reference and inspiration for designers, manufacturers, dressmakers and fashion publications.

SUMMARY DESCRIPTION: An omnibus of fashion covering such varied areas as wearing apparel and accessories, fabrics, jewelry, handbags, lace design, buttons and other ornamental fasteners. Traces the interpretive use of costume arts from other lands in American fashion; illustrated with plates of the new and the old.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PARIS COUTURE I & II

Author ________ *Date Pub.* 1970

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* Each set $120.00 *Length* 79 slides - Set I 75 slides - Set II

Grade Level Secondary/Collegiate *Suggested Time of Use* 2 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: A slide series of fashions by Paris Couture designers. Included are: Bohan of Dior, Cardin, Chanel, Givenchy, St. Laurent and Ungaro.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: A commentary, a summary and a glossary of key terms are included.

Title PERMANENT PRESS--DELIVERS THE PROMISE OF WASH AND WEAR

Author ________ *Date Pub.* ________

Publisher Association of Home Appliance Manufacturers
20 North Wacher Drive, Chicago, IL 60606

Teacher or Student Material Teacher *Cost* Free *Length* ________

Grade Level Secondary/Collegiate *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: Information on the manufacture and performance of permanent press fabrics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A PERMANENT PRESS PRIMER

Author . Date Pub.

Publisher Home Service Department, Whirlpool Corp., Benton Harbor, MI 49022

Teacher or Student Material Student Cost Free Length 6 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Offers information about washing time, temperature and rinsing garments made of permanent press fabrics in automatic laundry appliances.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRESSLEY MEETS PERMANENT PRESS

Author Date Pub.

Publisher Home Service Department, Whirlpool Corp., Benton Harbor, MI 49022

Teacher or Student Material Teacher Cost Length 13½ minutes

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A color movie that describes how permanent press garments are made and how to take care of them with automatic laundry appliances.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFITABLE CORSET & BRASSIERE MERCHANDISING

Author Jean Gordon Goldman Date Pub. 1963

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student Cost $1.75 Length 60 pages

Grade Level Secondary/Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses selling, advertising, public relations and fashion shows. Includes all the facets on fibers, fabrics and fittings.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFITABLE STOCK CONTROL FOR THE SMALL MEN'S WEAR STORE

Author Herbert Blueweiss Date Pub. 1957

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both Cost $1.50 Length 22 pages

Grade Level Secondary/Collegiate Suggested Time of Use 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Reprints of articles from the Daily News Record dealing with stock control for retailers. The articles consider the need for basic stock control, the advantages of such a system and how it can be set up and maintained.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROGRESSIVE APPAREL PRODUCTION

Author Bertrand Frank *Date Pub.*

Publisher Fairchild Publications, 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $4.50 *Length* 176 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Examines the strong trend toward diversification of products in manufacturing. Using case histories, explores problems of small lot production and offers specific methods for improving management of the diversified apparel plant. Shows how limited runs differ from mass production techniques, how to make quick style shifts economically.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE PROGRESSIVE SEWING ROOM

Author Bertrand Frank *Date Pub.*

Publisher Fairchild Publications, 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $6.50 *Length* 254 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A simplified, contemporary analysis of the largest single factor in garment production--the sewing room. Based on studies of over 300 plants, this book presents methods for improving quality, cutting costs by revamping older methods and speeding deliveries.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE RIGHT UNDERFASHION

Author *Date Pub.*

Publisher Formfit-Rogers, 400 South Peoria Street, Chicago, IL 60607

Teacher or Student Material Teacher *Cost* Free *Length*

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Lesson sheets about proper fitting undergarments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES BUILDERS FOR FOOTWEAR RETAILERS

Author Compiled by the editors of Footwear News *Date Pub.* 1961

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $1.25 *Length* 48 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES: To increase sales in the footwear industry.

SUMMARY DESCRIPTION: One hundred fifty ideas about sales builders that have been used by shoe retailers over the years. Outlines are given as a platform upon which to create a merchandising promotion, and good-will builder. Helpful ideas on training salespeople, premiums and contests, creative promotion and cultivating children's and teens' trade.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SCIENTIFIC FUR SERVICING

Author Gaetan J. Lapick and Jack Geller *Date Pub.* 1952

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $2.00 *Length* 142 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 month

OBJECTIVES:

SUMMARY DESCRIPTION: Methods for scientific planning and servicing of fur garments. Sections on the storing, cleaning, repairing and restyling of furs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELECTED CASES IN FASHION MARKETING

Author Nathan Axelrod *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $5.48 per volume *Length* 2 Volumes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Since most students learn primarily by doing, the case study method, as used in the classroom, is the closest and one of the most effective ways of helping students to learn how to approach and solve business problems. When a student analyzes a case in sales promotion or merchandising, he simulates what must be done by the proper executive in a business organization. The student is put into the role of an executive and must make responsible decisions since all cases combined in these volumes are presented from the Management's point of view. Volume I deals with buying and selling. Volume II deals with management problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Teacher's Manual ($5.30 Both volumes)

Title SELECTING FASHIONS

Author

Date Pub.

Publisher Consumer Information Services; Sears, Roebuck and Co., Chicago, IL 60607

Teacher or Student Material Student *Cost* Free *Length* 15 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Offers help in deciding the figure category that best describes a woman's silhouette, with do's and don'ts for each figure type. A size chart for each body type, and helpful suggestions for getting the most from one's fashion dollar are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELLING FASHION APPAREL

Author Eleanor W. Mullikin *Date Pub.* 1971

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $3.76 *Length* 212 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Consists of six sections of textual material followed by six sections of projects which are directly related to the content of the textual material. Pages in the project section are perforated at the left margin so that projects can easily be removed from the book as assigned. The projects include activities requiring both in-class study as well as contact with the business community.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 75 YEARS OF MEN'S WEAR FASHION: 1890 to 1965

Author Compiled by the editors of Men's Wear Magazine *Date Pub.*

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $10.00 *Length* 274 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Men's wear fashions from 1890-1965, as well as the brief history of man-made fibers; both serious and comic aspects of the neckwear story; sportswear's transition from utilitarian to fashionable and the emergence of the "American Look."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SHORTHAND FASHION SKETCHING

Author Patricia L. Rowe *Date Pub.*

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $10.00 *Length* 102 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A guide to sketching, from drawing a basic figure to creating a sophisticated fashion drawing. Illustrated with plates showing each step, from the unclothed figure to complete outlines of basic apparel styles and fabric textures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SIXTY YEARS OF FASHION

Author Compiled by the staff of Women's Wear Daily *Date Pub.*

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $2.75 *Length* 40 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A view of the evolution of women's styles, from the ankle-length fashions of the turn of the century to the Jet Age mini-skirt. More than 150 authentic fashion drawings--from formal wear to ski clothes--each with detailed explanation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A STOCKING YARN

Author *Date Pub.*

Publisher Modern Talking Picture Service, 1212 Avenue of the Americas, New York, NY 10036

Teacher or Student Material Teacher *Cost* *Length* 18 minutes

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A movie that gives a behind-the-scenes story of testing laboratories at McCall's Magazine and the research center of Bur-Mil Cameo Stockings and Chemstrand Corp. Also offers information on correct care of nylon hose.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SWIMWEAR MERCHANDISING

Author Date Pub.

National Education Association
Publisher Dept. of Home Economics, 1201 Sixteenth Street, N.W., Washington, DC 20036

Teacher or Student Material Student Cost Free Length 15 pages

Grade Level Secondary/Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Prepared for retail sales personnel about helping customers select the right style swim suit. Illustrations show basic figure types, how to put on a suit, how to check the fit, basic bodice and skirt designs, kinds of knits and characteristics of each and facts on elastic yarns. "Swim Suit Style Selector" a rotating disc that helps in locating figure types and offers advice on fitting, how to put on and take care of a bathing suit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TECHNIQUES OF FASHION MERCHANDISING

Author Date Pub.

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student Cost $5.48 Length 206 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This text-workbook presents information and student activities dealing with the retailing language of numbers and how it is used as a means of forecasting and communication. Includes review of mathematics, fractions and decimals, percentages, profit and loss; inventory, retail reductions, price lines and markup, planning dollar purchases, terms of purchase, student problems and involvement activities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE TEXTILE ARTS

Author Vera Birrell *Date Pub.*

Publisher Schocken Books Inc., 200 Madison Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $7.95 *Length* 530 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: All phases of fabric structure and design are covered with step-by-step instructions for the beginner given for each procedure. Numerous fibers and yarns are discussed as are the traditional weaves, looms and weaving methods of various countries, with accent on the traditional weaves of Central and South America. The directions and description of the several knots in rug making and instructions for braiding, knitting, lace making, embroidery and needlework are also included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TEXTILE FABRICS

Author Isabel Wingate *Date Pub.* 1953

Publisher Educational Book Division, Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* *Length* 640 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The purpose of this book is to present the facts about textiles that make for satisfaction in use. It outlines pertinent facts that will guide the customer in making the best selection; it interprets the terms found on tags and labels affixed to textile fabrics sold in stores, as well as the terms found in factual advertisements; and it emphasizes the selling points of textile fabrics that will help a retail salesman.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TEXTILE WORKBOOK

Author *Date Pub.* 1968

Publisher Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017

Teacher or Student Material Student *Cost* $2.50 *Length* 136 pages

Grade Level Secondary *Suggested Time of Use* 6 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: A series of simple lessons in elementary textiles suitable especially for beginners in high school in the field of distributive education. This workbook does not attempt to develop textile experts. Its purpose is to provide basic information for textile sales people on the retail level. A dictionary of textiles is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Each group of topics is followed by a review section summarizing the new information and quizzing students on it.

Title TEXTILES: FIBER TO FABRIC

Author M. David Potter and Bernard P. Corbman *Date Pub.* 1967

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $6.80 *Length* 495 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Places stress on the comparison, selection, usage, and care of fabrics and merchandise items as well as on the theory and process underlying their manufacture and development. Special attention is given to the growing acceptance of fabric constructions other than weaving. Knitting is treated independently and in great detail. Nonwovens, tufting, and the new mali constructions are also covered. The authors compare fabrics of all types.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Key

Title TEXTILES: FROM SOURCE TO CONSUMER Set I: Introduction to Textiles

Author _____ *Date Pub.* 1971

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $100.00 *Length* 32 slides 18 samples

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Shows use of textiles in today's fashions, home furnishings and other areas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary, glossary of terms and discussion questions are included.

Title TEXTILES: FROM SOURCE TO CONSUMER Set II: Yarns Used in Making Cloth

Author — *Date Pub.* 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $100.00 *Length* 32 slides 22 samples

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Aspect of textiles from a consumer viewpoint--fibers, blends, yarns, construction, finishes, coloring and care.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary, glossary of terms and discussion questions are included.

Title TEXTILES: FROM SOURCE TO CONSUMER Set III: Construction of Cloth

Author *Date Pub.* 1973

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $100.00 *Length* 30 slides 20 samples

Grade Level Secondary/Collegiate *Suggested Time of Use* 1 month

OBJECTIVES:

SUMMARY DESCRIPTION: Explains all the steps involved in the construction of cloth from source to consumer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary, glossary of terms and discussion questions are included.

Title THERE'S NOTHING LIKE A DRESS

Author *Date Pub.*

Publisher International Ladies Garment Workers Union
275 Seventh Avenue, New York, NY 10001

Teacher or Student Material Student *Cost* Free *Length* 10 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses lengths, fabrics, and colors of a dress.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title UNDERSTANDING TODAY'S TEXTILES

Author *Date Pub.*

Publisher Educational and Consumer Relations
J. C. Penney Co., Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $ .10 *Length* Folder

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Defines the variety of fibers used in clothing and home furnishings, explains the characteristics of each type, offers guidelines for judging fabric blends, explains fabric finishes and laundering procedures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title UNDERSTANDING TODAY'S TEXTILES

Author *Date Pub.* 1969

Publisher Educational and Consumer Relations
J. C. Penney Co., Inc., 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Teacher *Cost* *Length* 23 frame filmstrip

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The wise selection and use of textiles depends on a basic understanding of generic family characteristics, and a knowledge of how natural and synthetic fibers react to various care practices.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title VEREL

Author Date Pub.

Publisher Eastman Chemical Products, Inc.
Subsidiary of Eastman Kodak Co., 260 Madison Avenue, New York, NY 10016

Teacher or Student Material Teacher Cost Free Length

Grade Level Secondary/Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Gives the background of a modacrylic fiber. Kit includes a folder describing "what it is, where you will find it and its care," and outlines its properties. A Fact Sheet illustrates how Verel is made. Includes a sample of Verel.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WHAT EVERY WOMAN SHOULD KNOW ABOUT MEN°S FASHIONS

Author Date Pub.

Publisher Home Economics Service Bureau
The Van Heusen Co., 417 Fifth Avenue, New York, NY 10016

Teacher or Student Material Student Cost Free Length 11 pages

Grade Level Secondary/Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on the total wardrobe concept and points out that women purchase 75% of all men°s furnishings and most of men°s wear is cared for by women. Includes sketches and information about fashions currently in style and helpful hints on how to care for a man's wardrobe.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: A teacher°s supplement and quiz sheet on men°s fashions, their selection and care is also available.

Title WHAT IS SILK?

Author *Date Pub.*

Publisher International Silk Association, 185 Madison Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* Free *Length* 24 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Answers commonly asked questions about silk. Also defines the kinds of weaves used for silk fabrics and a pocket dictionary of terms often used in relation to silk fabrics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WHAT'S IN A NAME?

Author *Date Pub.*

Publisher National Cotton Council of America, 350 Fifth Avenue, New York, NY 10001

Teacher or Student Material Student *Cost* Free *Length* 4 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Spells out 18 terms--and selling points--for cotton fabrics, such as "nonchlorine retentive", pima, "vat-dyed", and others.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE WINNERS

Author ***Date Pub.***

Publisher Bates Fabrics, Inc.
Order from Association Films, Inc., 600 Madison Avenue, New York, NY

Teacher or Student Material Teacher ***Cost*** ***Length*** 13½ minutes

Grade Level Secondary/Collegiate ***Suggested Time of Use***

OBJECTIVES:

SUMMARY DESCRIPTION: A movie about three college students, winners of the Bates Dream Room Contest. They discuss their winning room designs and explain how they created individual decorating schemes on a limited budget. A brief visit to a fabric mill shows how weaving, dyeing and finishing processes are done.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WOMEN'S READY-TO-WEAR, 1970

Author ***Date Pub.*** 1970

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student ***Cost*** $6.50 ***Length*** 167 pages

Grade Level Secondary ***Suggested Time of Use*** 6 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: Sales and merchandise information related to fashions, fabrics, and quality features that make selling an art rather than routine duty.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer Book ($2.50)

Title WONDERFUL WORLD OF COTTON

Author **Date Pub.**

Publisher National Cotton Council of America, P.O. Box 12285, Memphis, TN 38112

Teacher or Student Material Student **Cost** Free **Length** 6 pages

Grade Level Secondary/Collegiate **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Describes cotton's merits in terms of appearance, performance, and comfort, and new developments textile researchers are working on: a heavy cotton tweed for a topcoat that can be thrown into the washing machine and tumbled dry, and fabrics for blankets.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WOOL AS AN APPAREL FIBER

Author Giles E. Hopkins **Date Pub.** 1953

Publisher Rinehart & Company, Inc., New York, NY

Teacher or Student Material Student **Cost** **Length** 110 pages

Grade Level Secondary/Collegiate **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Intended to sketch briefly the technical background of wool production, manufacture and use.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WOOL FABRIC TERMS

Author **Date Pub.**

Publisher Wool Education Center
American Wool Council, Suite 520, 909 Seventeenth Street, Denver, CO 80202

Teacher or Student Material Student **Cost** Free **Length**

Grade Level Secondary/Collegiate **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: A Glossary of Processing Terms, and a Glossary of Wool Fabric Terms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WOOL FIBER IN THE MAKING

Author **Date Pub.**

Publisher Home Economics Dept.
Pendleton Woolen Mills, 218 S.W. Jefferson Street, Portland, OR 97201

Teacher or Student Material Teacher **Cost** Free **Length** Poster

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Shows the eight main steps in producing wool fabrics, with samples of raw wool, scoured wool, lanolin, dyed wool, wool after carding, wool yarn, unfinished fabric, and finished fabric.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WOOL MARK OF QUALITY, QUESTIONS AND ANSWERS

Author *Date Pub.*

Publisher The Wool Bureau, Inc., 360 Lexington Avenue, New York, NY 10017

Teacher or Student Material Student *Cost* Free *Length* Folder

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the new Mark, explaining that it means a garment or wool product meets the quality standards of the Wool Bureau, such as strength and color fastness, as well as fiber content. Also points out that wool is the only textile raw material with a worldwide quality certification mark and explains how it is used.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE WOOL STORY, FROM FLEECE TO FASHION

Author *Date Pub.*

Publisher Home Economics Dept.
Pendleton Woolen Mills, 218 S.W. Jefferson Street, Portland, OR 97201

Teacher or Student Material Teacher *Cost* Free *Length* 36 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Gives the chemical composition and advantages of wool, processing, washing, dyeing, mixing, carding, spinning, weaving, fulling and finishing with illustrations of each step. Also describes Wool Products Labeling Act of 1939.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WOOL IN THE UNITED STATES

Author *Date Pub.*

Publisher National Association of Wool Manufacturers
386 Park Avenue, South, New York, NY 10016

Teacher or Student Material Student *Cost* Free *Length* 34 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the historical background of wool; wool growing in the U. S.; marketing, selection and grading; world wool supply; and information about the Wool Products Labeling Act; and the national importance of the wool textile industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WOOLENS SHRINKABLE? UNTHINKABLE?

Author *Date Pub.*

Publisher Stevenson's, USA, Inc., 1006 Charles Street, North Providence, RI

Teacher or Student Material Student *Cost* Free *Length* Folder

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Introduces a chemical process "that means woolens can go right into the washing machine without fear of shrinking or matting."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE WORD IS IDENTIFICATION

Author ***Date Pub.***

Publisher Celanese Fibers Co., 522 Fifth Avenue, New York, NY 10036

Teacher or Student Material Student ***Cost*** Free ***Length*** 21 pages

Grade Level Secondary/Collegiate/Adult ***Suggested Time of Use***

OBJECTIVES:

SUMMARY DESCRIPTION: Explains how the tag protects the consumer and guards the reputation of fibers such as Arnel, Fortrel, Celanese Acetate, Celaperm and Celacloud. Includes a glossary of fabric and fiber terms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE YOUNG CONSUMER LOOKS AT TEXTILES

Author Alvin Garblik ***Date Pub.*** 1973

Publisher Bamm Publishing Co., 910 Township Lane, Cherry Hill, NJ 08034

$2.25 per book/Transparencies $250.00

Teacher or Student Material Both ***Cost*** $350.00 ***Length*** 252 pages

Complete set

Grade Level Secondary/Collegiate/Adult ***Suggested Time of Use*** Variable

OBJECTIVES: The student will be able to:

1. identify natural and man-made fibers.
2. apply standard methods of naming fibers according to FTC regulations.
3. demonstrate proper methods of labeling textile products.
4. identify the classes of textile fabrics.
5. explain the method of producing fabrics.
6. explain how fabrics are finished and their uses.

SUMMARY DESCRIPTION:

The student workbook is written in simple language and in cartoon form for illustrating concepts. Each concept is explained and several questions are asked for each. At the end of each unit, activities relating to that unit have been developed. The entire program can be purchased in set form consisting of 50 workbooks, a teacher's guide, and 233 transparencies. The material is the outgrowth of Dr. Garblik's doctoral dissertation and has been tested at all stages of its development.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: The workbook is supported by a complete set of transparencies in color accompanied by a teacher guide which contains the answers to questions in student workbook.

1

AUTOMOTIVE

04.03 00 00

Organized subject matter and learning experiences related to the variety of sales and sales-supporting tasks performed by distributive employees and management personnel in retail, wholesale, and service establishments engaged in selling, renting, storing or caring of cars and trucks, and in selling automotive parts, accessories, and equipment.

Title AUTO PARTS KIT

Author *Date Pub.*

Instructional Materials Services

Publisher Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* *Length* 5 Books

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: These lesson assignments are a tool to be used in easing the student's entry into the automotive service industry by providing specific information.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Answer Book

Title AUTOMOBILE FACTS & FIGURES

Author *Date Pub.* 1972

Motor Vehicle Manufacturers Association

Publisher 320 New Center Building, Detroit, MI 48202

Teacher or Student Material Student *Cost* Free *Length* 88 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes interesting facts about the automobile industry including methods of production.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title AUTOMOBILES OF AMERICA

Author *Date Pub.* 1970

Publisher Motor Vehicle Manufacturers Association
320 New Center Building, Detroit, MI 48202

Teacher or Student Material Student *Cost* Free *Length* 277 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes American automobiles with specific information on models, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FACTS FOR STUDY

Author *Date Pub.* 1970

Publisher Motor Vehicle Manufacturers Association
320 New Center Building, Detroit, MI 48202

Teacher or Student Material Student *Cost* Free *Length* 29 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes facts concerning the automobile industry such as differences in models, etc., helpful to salespeople.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO BUY A USED CAR

Author Charles R. Jackson **Date Pub.** 1967

Publisher Chilton Book Company, 401 Walnut Street, Philadelphia, PA 19106

Teacher or Student Material Student **Cost** $2.75 **Length** 90 pages

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: A former used-car salesman and manager offers guidance to the relatively inexperienced purchaser of a used car. He covers dealers and their advertising, used car conditions and guarantees, shopping, negotiating, buying, and financing the purchase.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MOTOR TRUCK FACTS

Author **Date Pub.** 1971

Publisher Motor Vehicle Manufacturers Association
320 New Center Building, Detroit, MI 48202

Teacher or Student Material Student **Cost** Free **Length** 60 pages

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Describes facts concerning motor trucks helpful to salespeople.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RECREATIONAL VEHICLE FACTS & TRENDS

Author **Date Pub.** 1973

Publisher Recreational Vehicle Institute
2720 Des Plaines Avenue, Des Plaines, IL 60018

Teacher or Student Material Student **Cost** $1.00 **Length** 30 pages

Grade Level Collegiate **Suggested Time of Use** –

OBJECTIVES:

SUMMARY DESCRIPTION: Marketing and statistical information on motor homes, travel trailers, truck campers, camping trailers and pick-up truck covers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SECRETS OF CURLY McADAMS

Author **Date Pub.**

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student **Cost** 35mm Filmstrip $295.25/Audiscan $[illegible].00 **Length**

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Ten films with records or cassettes on how to manage a service station. How to Manage Service Station Facilities, Manpower, Money, Sales, Advertising and Sales Promotion, and Salesmanship.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Leader's Guide

Title SERVICE STATION - JOB INTRODUCTION AND SALESMANSHIP

Author ______ *Date Pub.* ______

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student *Cost* 35mm Filmstrip $14.00 each/Complete set $130 *Length* ______

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A series of 12 films with cassette tapes on the introduction. Meet Your New Job, Meet Your Customers, How to D-I-G for Sales, How to Discover Sales on the Driveway, How to Discover Sales Under the Hood, How to Discover Sales in the Service Bag, How to Involve the Customer in More Sales, How to Get the Customer's Agreement to Buy, How to Sell by Making a Good Impression, the Profit Picture, the Secret of Salesmanship, and a Professional Salesman.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SERVICE STATION OPERATION AND MANAGEMENT

Author Fritz *Date Pub.* 1968

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $3.21 *Length* ______

Grade Level Secondary/Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A kit for those interested in the operation and management of service stations. All operations discussed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($1.60)

Title SERVICE STATION RECORDKEEPING

Author Fritz *Date Pub.* 1968

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ______ *Length* ______

Grade Level Secondary/Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Practice set for the operation of a service station including forms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($1.60)

Title THE WORLD MAKES AN AUTO

Author ______ *Date Pub.* 1970

Publisher Motor Vehicle Manufacturers Association
320 New Center Building, Detroit, MI 48202

Teacher or Student Material Student *Cost* Free *Length* ______

Grade Level Secondary *Suggested Time of Use* 2 days

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the materials used in making automobiles.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

FINANCE AND CREDIT

04.04 00 00

Organized subject matter and learning experiences related to the tasks performed by distributive employees and management personnel in institutions engaged in deposit banking and related services, extending credit in the form of loans, services allied with the exchange of securities and commodities, or consumer credit and collections.

Title BANK HOLD-UP AND SECURITY SERIES

Author *Date Pub.*

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Atlanta, GA 30305

Teacher or Student Material Student *Cost* Each in Audiscan program $70.00/Complete $350.00 *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Five programs: 1) Employees, 2) Management, 3) Identification, 4) Security and 5) Bomb Threats

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BANK TELLER TRAINING PROGRAM

Author *Date Pub.*

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Atlanta, GA 30305

Teacher or Student Material Student *Cost* Each in Audiscan program $70.00/Complete $910.00 *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Series of 13 includes: Qualification and Duties, Customer Relations, The Teller's Job, Handling of Money, Counting Money, Characteristics of a Check, Check Cashing--Faces and Frauds; Endorsement, Withdrawals, Deposits and Payments, Balancing at Closing, Cross-Selling, Truth-in-Lending, and Telephone Impression.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE BANKING MANAGERIAL SKILLS SERIES

Author ______ **Date Pub.** ______

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Atlanta, GA 30305

Teacher or Student Material Student **Cost** $350.00 Filmstrip $175.00/Audiscan **Length** ______

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** ______

OBJECTIVES:

SUMMARY DESCRIPTION: Set includes 5 films: 1) Organizing and Planning Skills, 2) Effective Management Skills, 3) Decision-Making Skills, 4) Leadership and 5) Perception

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BEFORE YOU BUY: A COURSE IN CONSUMER CREDIT

Author ______ **Date Pub.** ______

Publisher Universal Education and Visual Arts, 221 Park Avenue South, New York NY 10003

Teacher or Student Material Student **Cost** $85.00 **Length** ______

Grade Level Secondary **Suggested Time of Use** ______

OBJECTIVES:

SUMMARY DESCRIPTION: A mini-course describing credit available for consumers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide, 30 Student Workbooks and 4 cassettes

Title CONSUMER CREDIT AND THE AMERICAN FAMILY - A PERSPECTIVE ANALYSIS

Author National Consumer Credit Conference *Date Pub.* 1956

Publisher Bureau of Business Research, University of Michigan, Ann Arbor, MI

Teacher or Student Material Student *Cost* ______ *Length* 139 pages

Grade Level Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Recorded minutes of the 1956 Consumer Credit Conference held at the University of Michigan. This conference was planned as a forum for the discussion and exchange of opinion, the testing and criticism of ideas, and the expression of varying attitudes and points of view, all with the aim of obtaining a better understanding of consumer credit as an integral and important segment of our national economy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONSUMER CREDIT IN THE SIXTIES

Author National Consumer Credit Conference *Date Pub.* 1960

Publisher Washington University, St. Louis, MO

Teacher or Student Material Student *Cost* ______ *Length* 94 pages

Grade Level Adult. *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: The theme of the 1960 Conference, "Consumer Credit in the Sixties" proved to be a provacative and highly significant subject and one which was dealt with most effectively and efficiently by the speakers and panel members. It was designed to deal with some of the more broad social and economic implications relevent to the current and future developments in the field of consumer credit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREDIT & COLLECTION KNOW-HOW

Author Allyn M. Schiffer and Robert J. Schwartz Date Pub. 1960

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student Cost $5.00 Length 254 pages

Grade Level Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A primer on credit operations for retail and non-retail organizations. Answers puzzling questions on reference checking, collection methods, credit exchange information and tracking down the ulcer-producing "skip." Contains a glossary of legal terms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREDIT COLLECTION TECHNIQUES AND TERMS

Author Bernard H. Glaser Date Pub. 1972

Publisher D.E. Materials Lab, 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher Cost $2.00 Length 61 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This course outline was designed to improve adult business management of credit but is equally good for introducing students to collection problems and techniques.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Includes 29 pages of handouts and transparency masters including credit forms.

Title CREDITS AND COLLECTIONS

Author *Date Pub.* 1960

Publisher MEG Sales Education, The National Cash Register Company
NCR Education Center - Sugar Camp, Dayton, OH 45479

Teacher or Student Material Student *Cost* Free *Length* 35 pages

Grade Level Adult - *Suggested Time of Use*

OBJECTIVES: To point out the scope and importance of retail credit and its possibilities for the merchant.

SUMMARY DESCRIPTION: Suggestions are provided for establishing sound procedures and correct policies, and for maintaining a profitable credit business. It is done in the form of questions and answers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREDITS AND COLLECTIONS

Author Donald Kohns *Date Pub.* 1968

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $2.37 *Length* 134 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book presents fundamental principles and practices of credit and collections. Consists of six sections of textual material followed by six sections of projects which are directly related to the content of the textual material. The projects include activities requiring both in-school study as well as contact with the business community. The projects within a section, as well as in total, provide for a range of student interests and abilities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title CURRENT CONSUMER CREDIT PROBLEMS

Author *Date Pub.* 1957

Publisher College of Business Administration, University of Denver, Denver, CO

Teacher or Student Material Student *Cost* *Length* 92 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This National Consumer Credit Conference dealt with 3 major areas of consumer credit: 1) the size and continued growth of consumer debt and money market operations, 2) the changing consumer attitudes toward buying and borrowing, and 3) the important elements of consumer credit education.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CUSTOMER SERVICE SERIES

Author *Date Pub.*

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Atlanta, GA 30305

Teacher or Student Material Student *Cost* Each in Audiscan $50.00/Complete program $250.00 *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Five programs: 1) Trusts, 2) History of Banking, 3) Savings Account, 4) Checking Account and 5) Loans

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FAIRCHILD'S FINANCIAL MANUAL OF RETAIL STORES

Author *Date Pub.* 1971

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $25.00 *Length*

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Gives authoritative financial data on over 275 publicly-owned retail organizations, representing thousands of department and general merchandise stores, supermarkets, shoe, drug, specialty, home furnishings and major discount stores. Includes corporate officers and directors; divisions with addresses; transfer agent and stock exchange; acquisitions; number of retail units; income account; assets and liabilities; 10-year summaries of sales and earnings; stock information and equity; important ratios; financial charts on leading corporations. Cross-referenced index includes retail divisions, subsidiaries.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FINANCIAL TERMINOLOGY

Author *Date Pub.*

Publisher MEC Sales Education, The National Cash Register Company
NCR Education Center - Sugar Camp, Dayton, OH 45479

Teacher or Student Material Both *Cost* *Length* 49 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A glossary of over 950 terms. It was originally prepared to assist financial personnel in becoming better acquainted with the terms used in their daily routine; however, it is valuable as a classroom reference in the study of money, banking and other related subjects. Since automation has become an integral part of today's financial operations, related EDP terms have been included. Formulas and mathematical models are used to clarify any technical terms that are difficult to describe in pure narrative.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FINANCING BUSINESS FIRMS

Author Charles L. Prather and James E. Wert **Date Pub.** 1971

Publisher Richard D. Irwin, Inc., Homewood, IL 60430

Teacher or Student Material Student **Cost** **Length** 611 pages

Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the differences between a business corporation from a proprietorship and a partnership, financial statements, leasing instead of purchasing equipment, all aspects of financing, and the differences between recapitalization and reorganization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FINANCING ... SHORT AND LONG TERM NEEDS

Author **Date Pub.** 1965

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Teacher **Cost** $1.50 **Length** 75 pages

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Reviews pertinent financial terminology, ways of improving the financial management of small businesses, various types of capital and the determination of the sources of capital funds.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: A set of 8"x10" colored transparencies available from the nearest Small Business Administration regional office.

Title FRONTIERS OF FINANCIAL MANAGEMENT

Author W. J. Serraino, S. S. Singhvi and R. M. Soldofsky **Date Pub.** 1971

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student **Cost** $5.90 **Length** 450 pages

Grade Level Collegiate **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Thirty-four articles covering financial management. Included are: Perspectives in Financial Management, Capital Budgeting, Capital Structure and Cost of Capital, Dividend Policy and Valuation, Long-Term Financing, Working Capital Management, Financial Side of Mergers and Acquisitions, New Approaches to Financial Analysis, Financial Impact of Accounting Practices, Principles, and Disclosure; and International Financial Management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GROWTH IN IMPORTANCE OF THE CREDIT FUNCTION

Author **Date Pub.** 1962

Publisher Dun & Bradstreet, Inc., 99 Church Street, New York, NY

Teacher or Student Material Student **Cost** Free **Length** 8 pages

Grade Level Collegiate **Suggested Time of Use**

OBJECTIVES: This book tries to show that there has been a disturbing rate of growth in credit losses between 1950 and 1962.

SUMMARY DESCRIPTION: Contains many charts and statistics to explain the importance of credit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO BUY STOCKS

Author *Date Pub.*

Publisher Merrill Lynch, Pierce, Fenner & Smith, Inc.
70 Pine Street, New York, NY 10005

Teacher or Student Material Student *Cost* *Length* 209 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Tells what investment means, explains the types of stocks, regulating issues, government and municipal bonds, investing, how to read financial news, the whys of investing, knowing when to sell and folklore of the market.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INVESTMENT DECISIONS IN SMALL BUSINESS

Author Solomon *Date Pub.* 1963

Publisher University Press of Kentucky, Lexington, KY 40506

Teacher or Student Material Student *Cost* $3.00 *Length* 160 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Two theoretically sound formulas are compared with simpler techniques in the context of small business. This study aims to fill a neglected area in managerial economics. It discusses the prescriptions which theory has made and points out the assumptions which are involved in them. It compares the methods of the businessman with the prescriptions of theory. It assesses the usefulness of various theoretical tools for investment analysis within the framework of small business practice, recognizing the limitations imposed by assumptions of theory and the time bind in which the small businessman appears to find himself.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MONEY AND BANKING

Author ________ *Date Pub.* ________

Publisher Banking Education Committee, American Bankers Association, 90 Park Avenue, New York, NY 10016

Teacher or Student Material Both *Cost* Free *Length* ________

Grade Level Secondary *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: Lists materials for teachers and students. Includes motion pictures, filmstrips, and visual aids.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MONEY AND BANKING

Author Eugene S. Klise *Date Pub.* 1972

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $11.00 *Length* 850 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses: (1) The theory of money in all its aspects, credit money, the effect of investment and savings, marginal efficiency of capital and interest rates, and inflationary and deflationary pressures are thoroughly covered. (2) Monetary policy used as a tool to control the business cycle and to promote growth is discussed in depth. (3) Fiscal policy--the impact of government spending and taxes on the real world--is analyzed with the aid of national income and monetary theory. (4) Practical aspects of bank operations, other financial institutions, and international banking are presented to complete the picture.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Instructor's Manual and Tests (Free)

Title MONEY AND BANKING

Author P. W. Park *Date Pub.* 1966

Publisher Educational Systems Development, Howard & Smith, Inc., Detroit, MI

Teacher or Student Material Student *Cost* Free *Length* 38 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the complete operation of banks and their various services. Provides self-evaluating diagnostic tests and exercises on the topic of each section.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MONEY AND BANKING IN OUR EVERYDAY LIVING

Author *Date Pub.*

Publisher Banking Education Committee
American Bankers Association, 90 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* Free *Length*

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A brief treatment of the nature and function of banks; the dual banking system; clearing and collecting checks and operations of commercial banks.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MONEY MANAGEMENT AND BANKS

Author Date Pub. 1966

Publisher University of the State of New York, Albany, NY

Teacher or Student Material Student Cost Length 51 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES: To contribute to a better understanding of the effective use of money, credit, and banking services.

SUMMARY DESCRIPTION: Describes the various aspects of finance, credit, capital, budget, inflation, banking systems, use of credit and investment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MORTGAGE BROKERAGE I

Author Date Pub. 1960

Publisher Vocational Instructional Material Laboratory
Lindsey Hopkins Education Center, Miami, FL

Teacher or Student Material Teacher Cost Length 9 pages

Grade Level Adult Suggested Time of Use 72 hours

OBJECTIVES: To train the student in various activities involved in operation of a mortgage brokerage business and to teach the handling of mortgages affected by various Federal and State laws.

SUMMARY DESCRIPTION: Consists of a course outline. This course is related to other courses concerning the field of real estate training, giving more comprehensive coverage to the mortgage business. Also, there is a bibliography which lists the supplementary references used by the teacher in presenting the material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NATIONAL CONSUMER CREDIT CONFERENCE FOR 1951

Author Fredrick A. Bradford *Date Pub.* 1951

Publisher College of Business Administration, Lehigh University, Bethlehem, PA

Teacher or Student Material Student *Cost* *Length* 165 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This conference concentrated its efforts and discussions in the areas of consumer credit courses in colleges and high schools, selective credit controls that had been instituted by the Federal government at that time, and materials of continuing and permanent interest to consumer credit executives.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NATIONAL CONSUMER CREDIT CONFERENCE FOR 1952

Author Carroll W. Ehlers and Albert Haring *Date Pub.* 1952

Publisher School of Business, Indiana University, Terre Haute, IN

Teacher or Student Material Student *Cost* *Length* 196 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The general theme of the conference was the function of consumer credit as a "moving force in mass distribution."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NATIONAL CONSUMER CREDIT CONFERENCE FOR 1959

Author ________ *Date Pub.* 1959

Publisher College of Business Administration, University of Florida, Gainesville, FL

Teacher or Student Material Student *Cost* ____ *Length* 154 pages

Grade Level Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: This conference dealt with new perspectives in consumer financial management and new innovations in consumer credit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NATIONAL CONSUMER CREDIT CONFERENCE FOR 1961

Author Leon M. Schur *Date Pub.* 1961

Publisher College of Business Administration
Louisiana State University, Baton Rouge, LA

Teacher or Student Material Student *Cost* ____ *Length* 94 pages

Grade Level Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: This review of consumer credit serves to point out that the various types of credit have shown marked differences over the past several decades.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title OKLAHOMA INSTITUTE OF CONSUMER CREDIT MANAGEMENT

Author *Date Pub.* 1960

Publisher School of Business
Oklahoma City University, Oklahoma City, OK

Teacher or Student Material Student *Cost* *Length* 63 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Conference proceedings. The conference provided the means for various segments of the consumer credit industry to investigate management programs of cost control and problems of cost control.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF FINANCIAL MANAGEMENT

Author Ward S. Curran *Date Pub.* 1970

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* *Length* 621 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Designed for use in an introductory course in business finance. The book is divided into six parts dealing with the development of the principles of financial management, microfinancial theory, financial risk, capital markets, corporate mergers and reorganization in bankruptcy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFITABLE USE OF CREDIT IN SELLING AND COLLECTING

Author Allyn M. Schiffer ***Date Pub.*** 1962

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both ***Cost*** $7.95 ***Length*** 290 pages

Grade Level Collegiate/Adult ***Suggested Time of Use***

OBJECTIVES:

SUMMARY DESCRIPTION: Reviews practical methods for dealing with customers through sales and credit departments. Discusses the methods for selling on credit and collecting the balances due. Includes charts, tabulations and sample credit forms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: —

Title RETAIL CREDIT FUNDAMENTALS

Author Clyde W. Phelps ***Date Pub.*** 1952

Publisher National Retail Credit Association, St. Louis, MO

Teacher or Student Material Student ***Cost*** ***Length*** 375 pages

Grade Level Secondary/Collegiate ***Suggested Time of Use*** 1 sem.

OBJECTIVES: To prepare the credit man for further study in the principles and practices of retail credit.

SUMMARY DESCRIPTION: An analysis of the credit cycle organized under the three logical phases of (a) securing, (b) controlling and (c) collecting the account. The method used is the functional approach. It not only explains the "what" and "how" but the "why" of management of credit sales.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELLING BANKING SERVICES

Author William E. Johnson and H. E. Ruppert *Date Pub.* 1968

Publisher Vocational Curriculum Development and Research Center, Natchitoches, LA 71457

Teacher or Student Material Student *Cost* *Length* 95 pages

Grade Level Adult *Suggested Time of Use* 1 sem.

OBJECTIVES: To show the necessity for salesmanship training in banking, to acquaint personnel with the services they have to offer, and to guide the employees in formulating methods of appealing to buying motives.

SUMMARY DESCRIPTION: This book contains information on developing the sales personality, meeting customers, and handling different types of customers related to the banking field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SHAREOWNER

Author *Date Pub.*

Publisher New York Stock Exchange
Order from Sterling Movies, Inc., 43 West 61 Street, New York, NY 10023

Teacher or Student Material Teacher *Cost* *Length* 12 minutes

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A color movie that demonstrates what a share of stock represents.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: A teacher's guide and poster are available to use with the film.

Title THE STOCK AND BOND BUSINESS, WHAT EVERYONE SHOULD KNOW ABOUT IT

Author ______ *Date Pub.* ______

Publisher Merrill Lynch, Pierce, Fenner & Smith, Inc.
70 Pine Street, New York, NY 10005

Teacher or Student Material Student *Cost* Free *Length* 30 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Defines stocks and bonds, tells how to buy them, how a stock exchange operates and the role of a broker.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 10 KEYS TO BASIC CREDITS AND COLLECTIONS

Author ______ *Date Pub.* 1964

Publisher Dun & Bradstreet, Inc., 99 Church Street, New York, NY

Teacher or Student Material Student *Cost* $1.00 *Length* 41 pages

Grade Level Adult *Suggested Time of Use* ______

OBJECTIVES: To describe what goes into a Dun & Bradstreet report and rating for maximum use of the service.

SUMMARY DESCRIPTION: Includes 10 keys that are actually the fundamental or basic instructions given to their reporters. Each key is a fundamental element in credit and collection work. Almost any credit problem has at its core ownership, operations, payments, or collections.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title UNDERSTANDING FINANCIAL STATEMENTS

Author John Myer **Date Pub.** 1964

Publisher New American Library, 1301 Avenue of the Americas, New York, NY

Teacher or Student Material Student **Cost** $1.25 **Length** 206 pages

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use** ______

OBJECTIVES:

SUMMARY DESCRIPTION: Provides the necessary knowledge of the form, content, nature and use of financial statements, and the accounting process without requiring the student to learn the techniques of keeping the accounting records.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title USING CREDIT INTELLIGENTLY

Author William J. Cheyney **Date Pub.** 1963

Publisher National Foundation for Consumer Credit
1411 K Street, N.W., Washington, DC

Teacher or Student Material Student **Cost** ______ **Length** 54 pages

Grade Level Secondary **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Written for young people who in the years ahead will accept responsibility for family income and its expenditure and who will be the users of consumer credit. It should prove helpful to those who today budget and plan to make family income meet their particular budget.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WOMEN AND RETAIL CREDIT

Author **Date Pub.**

Publisher J. C. Penney Co., Inc., Educational & Consumer Relations Dept. 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Teacher **Cost** Free **Length** Packet of materials

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Issues, background information, laws, etc., on retail credit for women.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Cassette, visuals and summary sheets.

Title YOU AND THE INVESTMENT WORLD

Author **Date Pub.**

Publisher New York Stock Exchange Manager School and College Relations, 11 Wall Street, New York, NY 10005

Teacher or Student Material Student **Cost** **Length** 52 pages

Grade Level Secondary/Collegiate/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: Describes how investing promotes economic growth, how stocks and bonds are bought and sold, the structure, history and function of the American Corporation and the New York Stock Exchange.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: A "Portfolio of Teaching Aids" sent automatically with orders for 20 or more copies.

FLORISTRY

04.05 00 00

Organized subject matter and learning experiences related to a variety of sales and sales-supporting tasks performed by distributive employees and management personnel in retail and wholesale establishments engaged in selling floral arrangements, cut flowers, growing plants, artificial plants, and related items for ornamental use.

Title FLORISTRY MERCHANDISING AND SERVICES

Author *Date Pub.* 1954

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* $3.50 *Length* 96 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Information for the retail florist trainee, covering all aspects of buying, selling, merchandising, display, services, care of flowers and plants, designing, constructing arrangements, and preparation of customer orders.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer Book ($2.50)

Title THE NURSERY BUSINESS

Author Thomas F. Cannon *Date Pub.* 1966

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 6 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: bibliography intended primarily for the small nursery proprietor, the wholesaler or retailer with manifold problems to solve on plant propagation, sources of supply, care, marketing, and other questions of plant growing or merchandising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE YEARBOOK OF AGRICULTURE

Author U. S. Department of Agriculture *Date Pub.* 1954

Publisher U. S. Government Printing Office
Superintendent of Documents, Washington, DC 20402

Teacher or Student Material Student *Cost* $1.75 *Length* 506 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES: To help the farmer attain an efficient operation.

SUMMARY DESCRIPTION: A handbook for farmers. Explains to the farmer laws of intrastate trade, marketing, central markets, food retailers, transportation, and pricing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

FOOD DISTRIBUTION

04.06 00 00

Organized subject matter and learning experiences related to a variety of sales and sales-supporting tasks performed by distributive employees and management personnel in establishments primarily engaged in selling food for home preparation and consumption, or selling a general or commodity line of food products at wholesale.

Title ACCEPTANCE OF NEW FOOD PRODUCTS BY SUPERMARKETS

Author Neil H. Borden, Jr. *Date Pub.* 1968

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $3.00 *Length* 248 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 month

OBJECTIVES:

SUMMARY DESCRIPTION: A summary of new food products and their acceptance by supermarkets. Included are: the introductory process, research design and actual cases within the industry from chains such as A & P, Grand Union, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BAGGING

Author *Date Pub.*

Publisher Thompson-Mitchell & Associates
2990 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student *Cost* Audiscan $55.00 *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Techniques of proper bagging.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHECKER-CASHIER

Author Judith E. Edison and Kenneth H. Mills *Date Pub.* 1969

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* ______ *Length* 136 pages

Grade Level ______ *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to teach personnel the efficient use of the cash register and the importance of developing a favorable store image in the minds of customers. The textual material discusses the role of the checker-cashier in the self-service store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title THE CHECKOUT GIRL

Author ______ *Date Pub.* ______

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student *Cost* Filmstrip $100.00/Audiscan $100.00 *Length* ______

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Proper handling of merchandise, money and customers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHECKOUT MANAGEMENT

Author Edward M. Harwell *Date Pub.* 1965

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $9.75 *Length* 270 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Shows the store operator how to separate the checkout from traditional retail thinking. Designed to help reduce operating costs and improve customer service through:

1. Using the right amount of the best equipment for operation.
2. Using the best methods of operating equipment.
3. Improving employee morale, accuracy and productivity.
4. Improving techniques of training, scheduling and supervising employees.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE CONVENIENCE FOOD STORE

Author *Date Pub.* 1970

Publisher The Quaker Oats Company Customer Programs, Merchandise Mart, Chicago, IL 60654

Teacher or Student Material Student *Cost* $5.95 per set *Length* 1 Set includes 50-70 pages per unit

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 month

OBJECTIVES:

SUMMARY DESCRIPTION: Several units to help reader learn about the food store, duties, management, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Self test at the end of each unit.

Title THE COURTESY CLERK

Author ______ Date Pub. ______

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student Cost Filmstrip $100.00/Audiscan $100.00 Length ______

Grade Level Secondary/Collegiate/Adult Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: Duties of the courtesy clerk and proper bagging techniques.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CUSTOMER RELATIONS

Author ______ Date Pub. ______

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student Cost Filmstrip $100.00/Audiscan $100.00 Length ______

Grade Level Secondary/Collegiate/Adult Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses employees attitude in dealing with customers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CUSTOMER SERVICE: THE ROAD TO GREATER PROFITS

Author Lloyd W. Moseley *Date Pub.* 1972

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $12.50 *Length* 320 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: By following a comprehensive program maximizing the potential of customer service, the student can help to set up a store personality that will set it apart from its competitors and win the repeat business of customers so vital to a store's future growth. Includes suggestions relating to every area of supermarket operations showing how to achieve total customer satisfaction.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE DARLINGS: THE MYSTIQUE OF THE SUPERMARKET

Author Robert F. Chisholm *Date Pub.* 1970

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $10.00 *Length* 204 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The Darlings refers to the object of every marketing man's affection--the "average housewife." This book sets out to shatter some of the time-honored myths surrounding the techniques of marketing to housewives. It deals with boycotts, games and gimmicks, buying and bureaucracy, brand burglary, profit margins, store locations, and private labels. It's an instructive book for the student of marketing that does not want to go out into the field surrounded by the old myths and misinterpretations that might be hurting some retailers today.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FOCUS ON THE FOOD MARKETS: TRADING STAMPS AND YOU

Author Carlton E. Wright Date Pub. 1966

Publisher Food Marketing Information for Consumers
Cornell University, Warren Hall, Ithaca, NY

Teacher or Student Material Student Cost Free Length 4 pages

Grade Level Secondary Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Contains basic questions and answers pertaining to trading stamps. For example: What are they? Do they affect prices? How much are trading stamps worth?

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FOOD MARKETING & DISTRIBUTION

Author Charles A. Mallowe and Daniel J. McLaughlin, Jr. Date Pub. 1971

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student Cost Paper $8.50/Cloth $12.50 Length 391 pages

Grade Level Collegiate/Adult Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Contains 41 articles which reflect the best thinking of the industry's leading spokesmen on such subjects as: manufacturing, distribution, market research and marketing strategies, pricing and promotions, and private brands, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FOOD STORE HOUSEKEEPING

Author Date Pub. 1955

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student Cost Length 25 pages

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The organization of housekeeping duties is followed by a look at various housekeeping equipment, and the nature of exterior as well as interior housekeeping. In the area of interior housekeeping, which is given the greatest emphasis, the individual areas of floors, lighting, walls and ceilings, cleansing of glass surfaces, checkstand upkeep, housekeeping of the back room or ware-room, and the idea of a store personality rating chart are examined.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FOOD STORES

Author Edward L. Christensonn Date Pub. 1966

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student Cost Free Length 8 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Bibliography lists U. S. Government and nongovernment publications that should assist prospective and current owners of business to plan, organize, direct, coordinate and control their foodstore businesses.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FOODSTORE ORGANIZATION - Part I

Author *Date Pub.* 1956

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* *Length* 80 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* five 2-hour sessions

OBJECTIVES: To meet the need for training in all fields of distribution and to provide the needed efficient methods of management made necessary by the competition between foodstores today.

SUMMARY DESCRIPTION: Suggestions to the instructor are followed by an analysis of store personality, the concepts of modernization and departmentalized self-service, practical layout planning, and good housekeeping and its relation to successful business management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FOODSTORE OPERATING PROCEDURES - Part II

Author *Date Pub.*

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* *Length* 60 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* five 2-hour sessions

OBJECTIVES: To meet the need for training in all fields of distribution and to provide the needed efficient methods of management made necessary by the competition between foodstores.

SUMMARY DESCRIPTION: The nature of profits and recordkeeping are accompanied by an examination of the credit practices of grocers, grocery advertising, and expense control. An inserted pamphlet, "Easy Steps to Better Ads," describes the mechanics of retail grocery advertising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GROCERY MERCHANDISING

Author *Date Pub.* 1955

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* Free *Length* 41 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To give a complete explanation of the objectives, the policies, functions and the personal qualities necessary to merchandising.

SUMMARY DESCRIPTION: Discusses self-service store, nutrition, food preservation, commercially canned foods, layout and equipment, proper stock arrangement, display, merchandising dairy products, handling miscellaneous food and merchandising principles.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GROCERY WORK METHODS

Author *Date Pub.*

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student *Cost* Filmstrip $100.00/Audiscan $100.00 *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes methods of handling grocery items and other work activities of a grocery department.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GUIDELINES FOR SUPERMARKET MANAGEMENT

Author William C. Haynes **Date Pub.** 1968

Publisher American Association of Junior Colleges
1315 Sixteenth Street, N.W., Washington, DC 20036

Teacher or Student Material Teacher **Cost** $1.50 **Length** 32 pages

Grade Level Collegiate/Adult **Suggested Time of Use** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides guidance for those junior colleges presently involved in the development of occupational education curriculums.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INSTRUCTIONAL OUTLINE ON MEAT DEPARTMENT MANAGEMENT

Author **Date Pub.**

Publisher National Association of Retail Grocers
360 North Michigan Avenue, Chicago, IL

Teacher or Student Material Teacher **Cost** **Length** 22 pages

Grade Level Collegiate/Adult **Suggested Time of Use**

OBJECTIVES:

SUMMARY DESCRIPTION: A general section on various phases of management of meat departments is offered, along with material on sales building and displays, self-service meat departments, and some discussion of special products.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE MODERN FOODSTORE

Author ***Date Pub.*** 1955

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student ***Cost*** ***Length*** 25 pages

Grade Level Secondary/Collegiate/Adult ***Suggested Time of Use***

OBJECTIVES:

SUMMARY DESCRIPTION: Descriptions of frontal foodstore arrangement, lighting and flooring, wall and ceiling decor, arrangement of foods and general layout, along with the revision (periodically) of such layout design. There is a discussion of heating and ventilating the stores in addition to general problems of parking and modernization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN SUPERMARKET OPERATION

Author Edward A. Brand ***Date Pub.*** 1968

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both ***Cost*** $15.00 ***Length*** 268 pages

Grade Level Secondary/Collegiate/Adult ***Suggested Time of Use*** 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: In the great rapid growth process of this industry, efficient organization and well-chosen techniques of operation have been instrumental in every success; from small operation to largest chain. This book covers the current scene and explores all phases of food retailing. Concerned with are people in the industry and the functions each department in the store performs. Includes principles of pricing, advertising techniques, display, ordering, receiving, stocking procedures and servicing the customer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title AN OPERATIONS MANUAL FOR THE MODERN PRODUCE DEPARTMENT

Author ______ *Date Pub.* 1962

Publisher Super Market Institute, 200 East Ontario Street, Chicago, IL 60611

Teacher or Student Material Student *Cost* ______ *Length* 93 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Produce offers the biggest challenge to a supermarket operator to set standards by which the entire store will be judged favorably by every homemaker who enters. This handbook discusses challenges and opportunities and defines the average performance that must be exceeded for outstanding profitability. It presents, in handy reference form, the tools needed for a better-than-average produce operation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONNEL MANAGEMENT & TRAINING

Author Edward M. Harwell *Date Pub.* 1969

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $12.50 *Length* 416 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Dispels the myth that high personnel turnover is a necessary supermarket evil and tells how this money-wasting syndrome can be dramatically curbed. Other chapters focus on recruiting, training, motivating, evaluating performance, goal setting, customer relations, wage and salary administration and union relations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRICE MARKING

Author *Date Pub.*

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student *Cost* $100.00 Filmstrip $100.00/Audiscan *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes method of price marking to obtain more efficiency and fewer mistakes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF FOOD MERCHANDISING

Author Theodore W. Leed and Gene A. German *Date Pub.* 1973

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $12.00 *Length* 384 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A basic foundation on the principles of food merchandising, including groundwork information on the background of food merchandising and what made it what it is today, buying, pricing, advertising and promotions, display, store layout, profit planning and control, merchandising in the future in the light of the consumerism movements, and the government regulations that affect or will affect food merchandising. Designed for the student of retail food merchandising, it was written to fill the gap between the classroom and the store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRODUCE HANDLING

Author Date Pub.

Thompson-Mitchell & Associates
Publisher 2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Filmstrip $100.00/Audiscan
Teacher or Student Material Student Cost $100.00 Length

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Describes proper methods of handling produce.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRODUCE MERCHANDISING

Author Date Pub.

Thompson-Mitchell & Associates
Publisher 2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Filmstrip $100.00/Audiscan
Teacher or Student Material Student Cost $100.00 Length

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Describes methods of merchandising produce for best results.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRODUCE MERCHANDISING

Author *Date Pub.* 1955

Instructional Materials Services
Publisher Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* Free *Length* 75 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 4 weeks

OBJECTIVES: To develop an appreciation for proper handling of vegetables.

SUMMARY DESCRIPTION: How to prepare, care, display, and sell each individual item, if excessive losses and dissatisfied customers are to be avoided. Each study on vegetables or fruits is prefaced by a declaration of the subject, references and questions, care, quality and food values are discussed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Study questions and problems.

Title THE QUAKER OATS COMPANY'S SELF STUDY
PROGRAM IN RETAIL FOODSTORE OPERATIONS

Author *Date Pub.* 1965

The Quaker Oats Company
Publisher Customer Programs, Merchandise Mart, Chicago, IL 60654

Teacher or Student Material Student *Cost* $4.95 per set *Length* approx. 30 pages in each unit

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Thirteen self-study units covering the grocery industry; past, present and future.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Self tests at the end of each unit.

Title QUANTITY FOOD PURCHASING

Author Lendal Kotschevar *Date Pub.* 1961

Publisher John Wiley & Sons, 605 Third Avenue, New York, NY

Teacher or Student Material Both *Cost* ______ *Length* 619 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A complete summary of all the information needed by the quantity food buyer, this handbook describes important considerations in purchasing; lists grades of food and the corresponding factors that determine them. Points out waste factors in the preparation of many foods. The entire range of foods purchased by quantity buyers is covered in the book. Also contains a chapter on alcoholic beverages.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SELF-STUDY PROGRAM IN GROCERY HEADQUARTERS AND WAREHOUSE OPERATIONS

Author ______ *Date Pub.* 1968

Publisher The Quaker Oats Company
Customer Programs, Merchandise Mart, Chicago, IL 60654

Teacher or Student Material Student *Cost* $ .85 *Length* 30-35 pages each unit
1 set (8 units) $4.95/ Each unit

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: 8 units make up 1 set of materials covering the area of warehouse operations for grocery products.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SHOPLIFTING

Author *Date Pub.*

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student *Cost* $100.00 Filmstrip $100.00/Audiscan *Length*

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Preventing loss before it happens in the supermarket.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STOCKING, MARKING & DISPLAYING FOR FOOD STORES

Author *Date Pub.* 1966

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* *Length* 2 books

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Describes correct stocking, marking and displaying procedures in order to produce more profits for food stores.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUPERMARKET ARTICLES OF 1969

Author *Date Pub.* 1970

Publisher Super Market Institute, 200 East Ontario Street, Chicago, IL 60611

Teacher or Student Material Both *Cost* $3.00 *Length* 70 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES: To guide supermarket operators, their suppliers, and other students of the supermarket industry to recently published articles about many phases of the industry.

SUMMARY DESCRIPTION: Lists over 650 single articles and series of articles published in 1969 in 27 periodicals, including food retailing, general business and marketing, and SMI's own publications. The articles listed were selected for their comprehensiveness, timeliness, and long-term value. The index groups the listings under 73 major subject categories. In addition, there is an extensive cross-section reference index. The references are in reverse chronological order; the most recently published article is mentioned first. Where the titles do not seem self-explanatory, there are supplementary descriptions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUPERMARKET CHECKER EDUCATION

Author *Date Pub.*

Publisher MEG Sales Education, The National Cash Register Company
NCR Education Center - Sugar Camp, Dayton, OH 45479

Teacher or Student Material Student *Cost* *Length* 8 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The program: (1) provides a low-cost but effective checker training program, (2) creates a ready supply of well-trained checkers, cashiers and potential front-end managers, and (3) removes the burden on the food store operation of employing untrained people and then training them on the job at a great expense not only in terms of time and money, but also in customer confidence.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUPERMARKET CHECKER KIT

Author *Date Pub.* 1968

Publisher MEC Sales Education
National Cash Register Education Center - Sugar Camp, Dayton, OH 45479

Teacher or Student Material Student *Cost* *Length* 25 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Course on supermarket checker education which covers both supermarket operation and the operation of a cash register.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUPERMARKET OR FOOD STORE (UNIT): GROCERY DEPARTMENT

Author Gilbert Chancey *Date Pub.* 1966

Publisher Instructional Materials Library, University of Kentucky, Frankfort, KY

Teacher or Student Material Student *Cost* *Length* 30 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The nature of grocery department organization and layout is discussed, as well as the concepts of inventory, stock, profit margin, product arrangement, customer awareness, knowledge of products, sales promotion, and the various problems of grocery departments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUPERMARKET MERCHANDISING AND MANAGEMENT

Author *Date Pub.* 1967

Publisher University of the State of New York, Albany, NY

Teacher or Student Material Student *Cost* *Length* 75 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Topics covered include food consumption, production, processing and distribution. Supermarket development, location, layout, personnel are examined; the various departments within a supermarket are then individually examined. This is followed by an analysis of the checkout operation, customer services, investment requirements and fiscal controls, and a look at opportunities in the food industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUPERMARKET STRATEGY

Author E. Orbock, I. Ayal and J. Zif *Date Pub.* 1971

Publisher MacMillan Company, New York, NY

Teacher or Student Material Student *Cost* *Length* 125 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Recreates in the classroom conditions similar to those that exist in the food retail market. The simulation is aimed at facilitating the students' understanding of the concepts of marketing mix and merchandising strategy. It has been developed and tested for use by students in a variety of introductory marketing courses.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A SYSTEMATIC GUIDE TO SUPERMARKET LOCATION ANALYSIS

Author Bernard Kane *Date Pub.* 1966

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $7.95 *Length* 188 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Describes techniques for evaluating the potential of a given area in selecting supermarket sites. Included are: methods which use demography, topography and geography to estimate sales volume potential; case histories on seasonal population problems; the impact of population growth, downtown and suburban area studies.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TODAY'S FOOD BROKER: VITAL LINK IN THE DISTRIBUTION CYCLE

Author Daniel I. Padberg *Date Pub.* 1971

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $10.00 *Length* 216 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers structure of the food industry, food broker business, elements of retail food merchandising, managing the broker business, and the place of the food broker in American society. It places the broker's function in its proper perspective and concentrates on his major responsibility--introducing new product lines while developing existing ones.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRADING STAMPS AND THEIR IMPACT ON FOOD PRICES

Author *Date Pub.* 1958

Publisher U. S. Department of Agriculture Agricultural Marketing Service, Research Division, Washington, DC

Teacher or Student Material Student *Cost* $ .30 *Length* 42 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This report includes the scope of the trading stamp industry, how trading stamp plans operate, the legal aspects, cost of trading stamps and impact on price, volume, and profits.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title UNDERSTANDING TODAY'S FOOD WAREHOUSE

Author S. O. Kaylin *Date Pub.* 1968

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $11.95 *Length* 240 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: In addition to basic warehouse source information, it details a complete, nontechnical approach to how a good food distribution center functions. Included is practical advice on location, design, materials-handling systems, and data processing. There are also special sections on fresh meats, produce, frozen foods, dairy, and other product categories.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title VOLUNTARY AND COOPERATIVE FOOD CHAINS

Author Edward L. Christensen *Date Pub.* 1966

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Both the voluntary and cooperative group chains attempt to operate in a manner and volume that provides an economical and competitive wholesale operation. The publications cited are books and pamphlets issued as a public service by Federal agencies.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WELCOME TO THE FOOD INDUSTRIES

Author *Date Pub.*

Thompson-Mitchell & Associates
Publisher 2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Filmstrip $100.00/Audiscan
Teacher or Student Material Student *Cost* $100.00 *Length*

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the food industry in terms of jobs, duties, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

FOOD SERVICE

04.07 00 00

Organized subject matter and learning experiences related to the sales and sales-supporting tasks performed by distributive employees and management personnel in establishments serving prepared foods and drinks for consumption on their own premises or at a place designated by the customer.

Title BREAKFAST COOKERY

Author Bruce H. Axler *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $1.99 *Length* 96 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Treats breakfast preparations, cooking techniques for breakfast items, merchandising breakfast in numerous service situations, special breakfast and brunch promotions and themes, maximizing breakfast revenues. Offers concrete purchasing, cooking, and service guidance, equally useful to foodservice operators in coffee shops and gourmet dining rooms. Discusses possibilities of offering the "third meal" for facilities now only offering lunch and dinner. Special section on complimentary continental breakfast and coffee service.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BUYING AND USING CONVENIENCE FOODS

Author Bruce H. Axler *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $1.99 *Length* 96 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Treats all aspects of convenience foods, the implications for purchasing, receiving, storage, issuing, and production procedures. Types of convenience products and convenience systems are discussed from the restaurateur's point of view. Extremely useful purchasing information, specifications, easily applied quality standards, guidelines, and evaluations are presented. It answers the question operators everywhere ask: "Make, or Buy?"

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ELEMENTS OF FOOD PRODUCTION AND BAKING

Author Aaron Kaplan *Date Pub.* ______

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $7.95 *Length* 320 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Not only helps the student develop a firm initial knowledge of food preparation, but also is a valuable addition to his "cookbook" reference shelf.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student's Workbook ($3.26)
Teacher's Manual ($5.00)

Title FOOD AND BEVERAGE CONTROLS

Author Robert D. Joy *Date Pub.* 1961

Publisher American Hotel Association
Educational Institute, Kellogg Center, East Lansing, MI

Teacher or Student Material Student *Cost* ______ *Length* 138 pages

Grade Level Secondary *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Essential principles and procedures of effective food and beverage control. Gives sufficient information to enable the student to gain a firm understanding of these principles so he can adapt them to any food and beverage industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FOOD AND BEVERAGE COST CONTROLS

Author Bruno Maizel *Date Pub.* ______

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $6.94 *Length* 216 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES: To prepare students to understand management's attitude toward cost controls through the analysis of every aspect of a food service operation.

SUMMARY DESCRIPTION: Contents include: facilities classifications; accounting; food and beverage controller; goods sales control; storeroom management and control; inventory, records, and systems; meat inventory; purchasing; receiving; menu costing and pricing; daily production controls; ratios in food control; production methods and systems; periodic controls and tests; banquet procedures; budgets; break-even point analysis.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student's Workbook ($3.26)
Teacher's Manual ($5.00)

Title FOOD AND BEVERAGE PURCHASING

Author Bruno Maizel *Date Pub.* ______

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $6.94 *Length* 256 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES: To develop an understanding of the operation and market so the buyer can deliver the right merchandise without compromise.

SUMMARY DESCRIPTION: Contents include: food and beverage purchasing; fresh fruits and vegetables; processed fruits and vegetables; dairy products; baked goods and cereal products; fish and shellfish; poultry and eggs; beef and veal; pork products; lamb, mutton, and variety meats; coffee and tea; general groceries; specialty items; convenience foods; wines, beers, spirits; storage facilities; receiving procedures and controls; storage and refrigerated storage; records.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student's Workbook ($3.26)
Teacher's Manual ($5.00)

Title FOOD SERVICE

Author Melvin S. Hatchett *Date Pub.* 1970

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* $5.00 *Length* 140 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Gives basic entry-level information on waiter/waitress training in food service establishments; covers all aspects of front-of-house operations, plus some basics on food preparation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer Book ($1.50)

Title FOOD SERVICE SELLING

Author *Date Pub.* 1952

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Teacher *Cost* $3.00 *Length* 56 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Analyzes the food service salesperson's duties in terms of the best accepted practices in food service establishments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A GUIDE TO BETTER MEAT DEPARTMENT OPERATIONS

Author ________ *Date Pub.* 1960

Publisher Super Market Institute, 200 East Ontario Street, Chicago, IL 60611

Teacher or Student Material Student *Cost* ____ *Length* 63 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: The material is largely from presentations made by SMI members and retail meat experts at regional meetings for managers. Other data came from the packers, from special studies conducted by SMI's Research Division, and from the National Livestock and Meat Board. These pages have been reviewed by members of the Meat Productivity Committee; the result is a comprehensive review of the essentials of good meat department operation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INCREASING LODGING REVENUES AND RESTAURANT CHECKS

Author Bruce H. Axler *Date Pub.* ____

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $1.99 *Length* 96 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasis is on methods that convert all employees into sales personnel. Numerous potential sales markets are discussed, including opportunities for increased food and beverage sales, special promotions, selling for repeat business, utilization of vacant space for retail sales, concession sales. Presents proven methods for building checks and revenues 20 to 30 percent higher.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MENU PLANNING AND FOODS MERCHANDISING

Author *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $6.45 *Length* 160 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Summarizes the principles and practices of merchandising the restaurant product to the public by way of the menu.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

Title PLANNING AND OPERATING A SUCCESSFUL FOOD SERVICE OPERATION

Author William Kahrl *Date Pub.* 1973

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $12.50 *Length* 256 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A book for practicing and future restaurateurs that deals with their industry today. Offers tips and guidelines for the selection of restaurant sites, layout, equipment, automation, making the most of manpower, and other aspects of back-of-the-house operations where proper planning in all kinds of food services can increase productivity and profits.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRACTICAL WINE KNOWLEDGE

Author ______ *Date Pub.* ______

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $1.99 *Length* 96 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Presents the essentials of wine knowledge. Material has been chosen on a "need to know" basis for restaurateurs, emphasizing wine purchasing, wine available in the United States, storage, service, and profitable sales. Enough information to allow the operator to hold his own with the suppliers, and to allow the waiter to tackle the most pretentious customer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFITABLE CATERING

Author Bruce H. Axler *Date Pub.* ______

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $1.99 *Length* 96 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A manual of off-premises and on-premises catering operations that offers new insights and industry-tested comprehensive procedures both to the experienced operator and to the restaurateur contemplating catering operations. Discusses in-plant and in-office feeding, coffee services, catering truck routes. Traditional catering is considered in all its aspects, with special emphasis on catering markets for restaurants and catering from limited kitchen facilities with limited investment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PUT PROFIT ON THE MENU

Author Leo Dardarian *Date Pub.* 1957

Publisher Ahrens Publishing Co., New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 96 pages

Grade Level Secondary/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Description of the restaurant business. Summary of how to make a profit from this type of establishment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RESTAURANT MENU PRICING CHARTS

Author ______ *Date Pub.* ______

Publisher MEG Sales Education, The National Cash Register Company
NCR Education Center - Sugar Camp, Dayton, OH 45479

Teacher or Student Material Both *Cost* $ .50 *Length* 16 pages

Grade Level Secondary/Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Simplifies price determination considering true food costs and management profit objectives.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RESTAURANT TRAINING

Author *Date Pub.*

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student *Cost* Each filmstrip $30.00/Audiscan $60.00; Complete program Filmstrip $240.00/Audiscan $480.00

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Color filmstrips with records or cassettes. Titles include: Accidents Don't Happen, It Can Happen Here (food poisoning), The Customer, Ladies and Gentlemen in Waiting, You Gotta Face People, One for the Money, The Counter Code, and Behind the Line.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RESTAURANTS AND CATERING

Author John W. Robinson *Date Pub.* 1965

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 24 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Gives a list of publications which assists in determining restaurant operating costs, financial and operating ratios, and net profit position relative to the respective averages of similar establishments in the national and local areas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SERVING WINE

Author Dean A. Hawley *Date Pub.* 1973

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Both *Cost* $2.00 *Length* 40 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: An outline designed to build knowledge and skill in restaurant selling of wine to customers. The manual includes a definition of terms and resources for additional information.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SHOWMANSHIP IN THE DINING ROOM

Author Bruce H. Axler *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $1.99 *Length* 96 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Makes every food operator aware of the profit potential in showmanship, no matter what the present check averages. Suggests display cooking ideas, special food treatments and effects, practical in almost every operation, with almost any personnel. Countless ideas for atmosphere restaurants and restaurants featuring a "dining experience." Includes step-by-step techniques, and easy-to-follow procedures. Guidance for merchandising, equipment lists, and ideas for custom effects.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUCCESS IN THE RESTAURANT BUSINESS

Author *Date Pub.*

Publisher MEG Sales Education, The National Cash Register Company
NCR Education Center - Sugar Camp, Dayton, OH 45479

Teacher or Student Material Student *Cost* *Length* 44 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The steps to be taken in planning and opening a restaurant.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TABLESERVICE TECHNIQUES

Author Bruce H. Axler *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $1.99 *Length* 96 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasizes "how to serve" in most service circumstances, including fast food tableservice, banquets, gourmet restaurants, private parties, and room service. Complete discussion of techniques involved in French, Russian, Buffet, and American (Plate) Service. Useful, direct summaries of service personnel's duties, ordering procedures, laying tables, guest relations, and guidelines for serving specific foods.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TODAY'S BUSBOY

Author Bolt, Beranek & Newman Date Pub. 1971

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student Cost $1.90 Length

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Programmed instruction packet teaches how to perform the busboy job functions, how to maintain the proper attitudes, and how to maintain the personal hygiene necessary for this job. Each instructional frame builds in difficulty, keeping the student involved and motivated.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title TODAY'S DISHWASHING MACHINE OPERATOR

Author Bolt, Beranek & Newman Date Pub. 1971

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student Cost $1.90 Length

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Programmed instruction packet teaches how to perform the dishwashing machine operator job functions, how to maintain the proper attitudes, and how to maintain the personal hygiene necessary for this job. Each instructional frame builds in difficulty, keeping the student involved and motivated.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title TODAY'S WAITRESS

Author Bolt, Beranek & Newman *Date Pub.* 1971

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $1.90 *Length*

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Programmed instruction packet teaches how to perform the waitress job functions, how to maintain the proper attitudes, and how to maintain the personal hygiene necessary for this job. Each instructional frame builds in difficulty, keeping the student involved and motivated.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title TRAINING FOOD SERVICE PERSONNEL

Author U. S. Department of Health, Education and Welfare *Date Pub.* 1969

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Teacher *Cost* $ .65 *Length* 146 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Provides vocational educators, as well as industry management, with an appropriate guide for training food service personnel. At the same time, sales workers in the hospitality industry should be better able to build satisfying careers in food service operations as a result of training programs developed cooperatively between vocational distributive education and the hospitality industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAINING RESTAURANT SALES PERSONNEL

Author Ruth Lusby *Date Pub.* 1972

Publisher U. S. Office of Education
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Teacher *Cost* $ .35 *Length* 274 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Manual for use in the vocational training of restaurant sales personnel.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WAITER AND WAITRESS TRAINING

Author Dean A. Hawley *Date Pub.* 1973

Publisher D. E. Materials Laboratory
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 130 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: An outline for a restaurant training seminar. Covers the attitudes and skills necessary for efficient restaurant service in four sections.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

GENERAL MERCHANDISE

04.08 00 00

Organized subject matter and learning experiences related to a variety of sales and sales-supporting tasks performed by distributive employees and management personnel engaged primarily in selling various types of merchandise at retail in department stores, junior department stores, variety stores, general merchandise stores, discount stores, and catalog houses.

Title ANNUAL EDP CONFERENCE PAPERS

Author *Date Pub.* 1964-1968

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Both *Cost* 1964-1966 $3.75 each; 1967 $5.20; 1968-1972 $6.00 each

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A compilation of the papers delivered at the Annual EDP Conferences for Retailers for the years 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972. Each year these papers cover every phase of computer use and application expertise. Each year covers the expanding and profitable use of systems and equipment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC STOCK LISTS - INFANTS' AND CHILDREN'S WEAR

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $2.50 *Length* 18 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Guideline for store adoption. Includes a complete list, by items, of the staples to carry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC STOCK LISTS - NOTIONS

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $2.50 *Length* 5 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Organizes the hundreds of items to be carried in the Notions Department. Contains sample forms for unit control records, sewing notions items to be carried adjacent to or in the Piece Goods Department.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC STOCK LISTS - STATIONERY

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $2.50 *Length* 19 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Lists all the items considered basic in this department. Gives percentage contribution of classifications to total department volume. Sample forms for unit control and reorder.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC TRADE PROVISIONS

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $ .05 *Length*

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Eight basic trade provisions adopted by the NRMA and 29 manufacturers' associations. Lays down the fundamental principles of mutually helpful vendor-retailer relations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BUYER ATTITUDE AND BRAND CHOICE BEHAVIOR

Author George S. Day *Date Pub.* 1970

Publisher The Free Press, New York, NY

Teacher or Student Material Student *Cost* $7.95 *Length* 219 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Concerned with the application and verification of attitude theory. Describes a theory of the attitude-behavior relationships that is particularly relevant to choice decisions. This theory is incorporated into an interpretive model which is used to appraise the influence of the environment on the brand-choice decision process.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE BUYER'S MANUAL

Author *Date Pub.* 1970

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $12.00 *Length* 450 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The handbook of retailing. A basic text directed to the upcoming generation of retail leaders. Forty-three chapters, each written by a retailer summarizing his knowledge of a specific area of store operation integrating the buyer's role.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE BUYER'S MANUAL - ASSIGNMENT PROJECT WORKBOOK

Author Murray Krieger *Date Pub.* 1970

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $12.00 *Length* 353 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A workbook of specific lesson assignments based on the 43 chapters of The Buyer's Manual. Each assignment is broken into several parts which include word definitions, supplying the appropriate word in an incomplete sentence, multiple choice questions, an essay, statements for classroom discussion, primary principles, problem solving in which the student examines real work problems and a research project.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Answer Book (Free)

Title BUYING FOR RETAIL STORES

Author Isabel B. Wingate *Date Pub.* 1967

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 12 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses buying for retailing. It includes duties of buyers, personal qualification of buyers, and choosing a buyer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASH MANAGEMENT IN RETAIL BUSINESS

Author *Date Pub.* 1968

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $3.90 *Length* 43 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A reference source detailing cash planning and forecasting and how expense and merchandise budgets are converted into cash flow forecasts. Chapters deal with employment of temporary surplus funds, cost borrowing and uneconomic use of cash.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHILDREN'S WEAR MERCHANDISER

Author Herbert S. Walker and Nathaniel H. Mendelson *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $9.00 *Length* 305 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Includes such topics as merchandising problems and practices, concepts and principles of merchandise selection, stock control, mathematics of retailing, setting up a children's specialty shop and many others.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COMPUTERIZING THE CREDIT-ACCOUNTS RECEIVABLE OPTION

Author *Date Pub.* 1965

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $3.00 *Length* 143 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Provides an outline of the procedures to be used in achieving the objectives of a computer-based system. Gives information which will assist in the determination of equipment requirements and systems provisions necessary for an efficient operation. Individual attention is given to feasibility studies, peripheral card and tape housing equipment, and systems provisions. Discusses in detail account numbering, new accounts, acccunting and credit controls.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A CREDIT MANAGEMENT DIVISION REPORT ON BANK CREDIT CARD PLANS

Author *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 17 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A report on the pros and cons of bank credit card plans for those who operate a credit program. Includes list of options for retailers to employ to offset bank credit card impact.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CREDITALK MONTHLY

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* Annual subscription $7.50 *Length*

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This monthly newsletter is designed to provide the retail credit fraternity with a synopsis of the credit happenings on an up-to-date basis. Includes articles such as current Federal and State legislation, credit technology, new methods and techniques with the credit department.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CUSTOMER SERVICES PROVIDED BY DEPARTMENT AND SPECIALTY STORES

Author *Date Pub.* 1964

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 170 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Report describing store practices by volume group in regard to more than 80 customer services. This study gives details of restrictions on store services. Covers: shopping services, merchandising, advisory services, instruction courses, physical facilities, public relations services, rental services, check-cashing, delivery, repair and customer services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CUTTING COSTS IN WOMEN'S ALTERATION WORKROOMS

Author *Date Pub.* 1961

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $ .75 *Length* 27 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A report on how to establish production standards and controls in the women's alteration department. Covers basic alteration standards, facts about the alteration workroom, alteration losses real or paper, composition of operating costs, the need for standards in the women's alteration department, alteration production, stock worrk, and operating forms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE DECLINE OF THE STORE BUYER

Author E. B. Weiss *Date Pub.* 1961

Publisher Doyle, Dane, Bernback, Inc., 20 West 43 Street, New York, NY 10036

Teacher or Student Material Student *Cost* Free *Length* 55 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: This report deals with the decline of the individual store buyer as a result of committee and electronic buying which is growing rapidly.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DEPARTMENT STORE AND SPECIALTY STORE MERCHANDISING AND OPERATING RESULTS OF 1969

Author ______ *Date Pub.* ______

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* Vol. I $15.00; Vol. II $12.00 Vol. III $9.00; Vol. IV $13.50

Grade Level Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Presents 1969 data by department, volume size, store size, size of cumulative markon, average sales transaction size, by geographical area and type of selling service. Information by classification and selling department; sales, margins, markdowns, return on investment in inventory and selling space, turnover, newspaper and selling costs. Vol. I - Women's and Children's Apparel and Accessories; Vol. II - Men's, Boys' and Children's Wear; Vol. III - Street Floor Traffic Merchandise, Home Sewing and Recreation; Vol. IV - Home Furnishings, Appliances, Domestics and Goods.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ECONOMIC CHARACTERISTICS OF DEPARTMENT STORE CREDIT

Author Robert W. Johnson *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $5.50 *Length* 105 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A study reflecting existing costs incurred by department stores in conjunction with maintaining their credit operations. This book is two separate studies: 1. economic analysis of credit revenues and costs in department stores; 2. economic characteristics of revenues and costs in department stores. It answers such major questions as: what a credit operation costs to maintain; how do individual costs stack up against national figures; how can the retailer cope with possible rate control?

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EDP INFORMATION SERVICES SERIES

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $25.00 *Length* 8 volumes

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A selected set of presentations made at the annual EDP Conference. The latest developments, techniques and analysis of future trends for all levels of retail management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EFFECTIVE COLLECTION METHODS AND CONTROL

Author *Date Pub.* 1962

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $4.00 *Length* 90 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Includes chapters on organization, regular charge accounts, installment accounts, extended payment plans, coupon accounts, fixed and chart plan revolving accounts, charge account with option terms, how to handle errors on sundry charges.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ESTABLISHED CASH DISCOUNTS TO RETAILERS

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $ .05 *Length* 8 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Explains why any attempt to reduce or eliminate standard cash discounts should be resisted by retailers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EXECUTIVE COMPENSATION IN RETAILING

Author James T. Powers *Date Pub.* 1966

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $7.50 *Length* 110 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A confidential report detailing the amount of salary, bonus and total compensation for each of 21 different executive positions from President through Branch Store Manager, Buyer and Credit Manager for approximately 140 stores ranging in size from under $1 million to over $50 million.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE FASHION BUYER'S JOB

Author Beatrice Judelle *Date Pub.* 1971

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $13.50 *Length*

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A primer of what every young buyer in a women's fashion department needs to know to insure success as a competent merchandiser. Tells how a buyer should handle--himself in the market, in the store with salespeople, how to work with the fashion coordinator, the merchandise manager, advertising and display people, and top management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FINANCIAL AND OPERATING RESULTS OF DEPARTMENT AND SPECIALTY STORES 1969

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $18.75 *Length* 77 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Annual report provides expense details by function for all major expense categories by store volume, size and type for payroll, real estate costs, supplies, merchandise control, receiving, marking, selling, delivery, accounting, buying office expense, repairs, etc. Includes profit and financial ratios in relation to net worth, leased department commissions, credit and bad debt data, personnel space and productivity and operating ratios. All data is detailed for 10 department and specialty store volume groups.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FUNDAMENTALS OF BUYING

Author Jessie Stocking *Date Pub.* 1967

Publisher Kent State University, Kent, OH

Teacher or Student Material Teacher *Cost* *Length* 45 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A unit plan for teaching buying. Objectives are stated before each section. Methods of presentation are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Set of Transparencies and Tests

Title GETTING MERCHANDISE READY FOR SALE

Author Carol W. Moffet *Date Pub.* 1969

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ____ *Length* 154 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES: A job skill manual with its primary objective to prepare qualified workers for jobs in receiving. Its learning activities are interrelated; cumulatively they provide the learner with the skills needed to move from the classroom to the job with a measure of self-confidence.

SUMMARY DESCRIPTION: The book is a text-workbook for self-pacing. The style is conversational but direct, and its reading level is carefully controlled. The student is introduced to the technical vocabulary of the field. Every effort is made to minimize reading comprehension problems and to engage the student in the learning process.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOUSEKEEPING MANUAL FOR RETAIL STORES

Author ____ *Date Pub.* 1963

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 87 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: Tells how to arrive at housekeeping needs and man-hour requirements; how to organize and schedule the housekeeping force. Includes essential planning and scheduling forms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO KEEP MERCHANDISING RECORDS

Author R. Duffy Lewis *Date Pub.* ______

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $1.95 *Length* 64 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: The records explained in this book are a source of information upon which to base plans for present and future buying. These records are the means for knowing how to stock the right items, in the right quantities, at the right time and at the right ranges, and they prevent old stock from accumulating.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO IMPROVE YOUR RETAIL FASHION FABRICS BUSINESS

Author Nat Appelbaum *Date Pub.* 1970

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $6.00 *Length* 120 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Explores in depth the over-the-counter piece goods business and its successful merchandising methods. Examines how to improve markon, handle resources, work the market, facts on display and advertising, training sales people, practicalities of expense control and markdowns. Includes step by step sales promotion calendar and advertising illustrations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INCOME PRODUCING SERVICES

Author Bernard Codner *Date Pub.* 1967

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 88 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A study of the status of services offered by department stores. Covers: the history of trends, sales and profit performance, the ownership choice, frequency in branches, location, promotion, staff administration, the future of services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERNAL AUDIT MANUAL

Author Paul W. Wilson *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $15.00 *Length* 158 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses every facet of retail internal audit programs. It is liberally documented with illustrations, suggested approaches and checklists. Thirteen chapters include: audit approaches, operational auditing, functional auditing, the audit of EDP installations, statistical samplings, flow charting, modern concepts of internal auditing, organization and operation of the department, relationships of internal and external auditors. Special chapter on suggestions for the smaller store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERNAL CONTROL AND DOCUMENTATION OF EDP

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $8.75 *Length* 56 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Contains many guides, details, and checklists for use by every company utilizing EDP whether it is through their own EDP equipment or employment of a service bureau. The unique problems as to specifications, programming, documentation, implementation and program maintenance are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LEASED DEPARTMENTS RATES, POLICIES AND EXPENSES IN DEPARTMENT AND SPECIALTY STORES

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $10.00 *Length* 64 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A report on leased department commission rates, advertising production charges, rates paid for branch departments and other contract and operating data for over 100 leased departments; an analysis of lessee/lessor expense responsibility; details of essential and special arrangements in lease contracts, a detailed lease negotiation checklist of pertinent points to be discussed when negotiating leased departments, leased department operating problems and policies.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LET THE EXPERTS TELL YOU ABOUT ELECTRONIC DATA PROCESSING

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $3.00 *Length* 88 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Includes: feasibility studies, computer utilization, programming and software selection, comparison of technology and equipment in timing and operational speeds plus data transmission of sales statistics over phone lines.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LEWIS MERCHANDISE CONTROL KIT

Author R. Duffy Lewis *Date Pub.*

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* 100 for $5.00 *Length*

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To help the retailer increase sales and profits and operate more efficiently.

SUMMARY DESCRIPTION: Includes several weeks' supply of the ten basic forms described below.
Form 1 - Six Month Merchandising Operation Record, Form 2 - Weekly Dollar Open-to-Buy Control. Form 3 - By Classification and Price Daily Sales Record, Form 4 - By Classification and Price Weekly Sales Record, Form 5 - Unit Control Record, Form 6 - Staple Stock Record, Form 7 - Required in-Stock Form, Form 8 - Staples Stock Record, by Size and Color; Form 9 - Customer's Request for Merchandise Not in Stock, Form 10 - Old Stock List.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MASS MERCHANDISING: REVOLUTION & EVOLUTION

Author Robert Drew-Bear *Date Pub.*

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $20.00 *Length* 512 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: An examination of the huge discount and self-service boom and its impact on modern retailing. Traces the growth of discounting from the pioneers of the 1930's to today's giants, using detailed case histories to illustrate the movement's progress. Discusses the expansion of discounting into every important merchandise field: fashion, furniture and appliances, toys, food, drugs and cosmetics and even gasoline. Explores the problems of discount operations, their impact on "traditional" retailers and methods the traditional retailer employs to fight back.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MEASURING MERCHANDISING PERFORMANCE IN DEPARTMENT STORES

Author Douglas J. Dalrymple *Date Pub.* 1964

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $4.50 *Length* 85 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: In-depth study covering such areas as: relative importance of control factors used by merchandising executives, differences in controls and emphasis among firms, differences in usage between job levels, executive attitudes toward markon, turnover, return on investment and other control factors. The report is based on interviews with 111 merchandising executives and buyers in eleven firms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MERCHANDISE ASSORTMENT PLANNING

Author Charles G. Taylor Date Pub.

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $15.00 Length 100 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Analyzes the latest assortment planning techniques of successful stores. Covers every phase of the subject, disclosing the principles of successful merchandise assortment planning. Includes the use of computerized unit planning, computerized unit controls and useful forms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MERCHANDISE CONTROL & BUDGETING

Author Jerold S. Meyer and Edwin L. Harling Date Pub. 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $7.50 Length 111 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Explains the fundamentals of merchandise control, planning and budgeting. Includes formulas to maintain proper ratios between stocks and customer demand. Illustrated with all necessary forms for maintaining profitable inventories and shows how to figure open-to-buy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MERCHANDISING

Author *Date Pub.* 1964

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Teacher *Cost* $3.50 *Length* 114 pages

Grade Level Secondary/Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Material includes the changing scope of retailing, merchandising in our economy, what to buy, how to buy, where to buy the right merchandise at the right time in the right place, and selling and sales promotion.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Problems and suggested projects are included for each unit.

Title METHODS OF EVALUATING RETAIL INFORMATION SYSTEMS

Author Allan B. Joseph *Date Pub.* 1964

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $2.10 *Length* 166 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A research approach on how to evaluate the installation, implementation and analyses of systems. It covers expected versus downtime performances, accounting techniques to be used, analysis of data with a formula.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TO MULTIPLY A BUYER

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $180.00 or $30.00 rental fee *Length* 20 minutes

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A 16mm color movie that presents a comprehensive approach to electronic data processing where the buyer is in the driver's seat. Shows how EDP can save the buyer's time, gives him the information he needs and can release him for more profitable activity. The film approaches the subject from a buyer's viewpoint aiming to prepare the buyer and merchandising executive to become involved in the development of information requirements.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 198 WAYS OF CONTROLLING MARKDOWNS

Author *Date Pub.* 1970

Publisher National Retail Merchants Association
100 West 31 Street. New York, NY 10001

Teacher or Student Material Student *Cost* $7.50 *Length* 58 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Features the many causes and prevention checklist of controlling markdowns. Lists 45 leading causes, 70 widely ranging means of prevention, 27 explicit methods of correction, store practices, 47 money making ideas, model summary and helpful forms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ORANGE BLOSSOM OPPORTUNITY

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $6.00 *Length* 93 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: How to operate a successful bridal registry based on the experience of 55 stores. Includes forms, letters, follow-up practices, records, special leaflets, invitations, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ORDERING GUIDELINES--BUYERS AID FOR BETTER INVENTORY CONTROL

Author *Date Pub.* 1968

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $5.50 *Length* 22 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Aid to buyers in determining order-up-to quantities of staple and basic merchandise to improve in-stock positions and inventory turnover while minimizing out-of-stock situations. Separate tables for different customer service levels and inventory review periods. Within each table are suggested order-up-to quantities presented according to delivery lead time, weekly rate of sale and item turnover objectives.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE PRICING UMBRELLA

Author Richard Everhardt *Date Pub.* 1972

Instructional Materials Services
Publisher Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Teacher *Cost* $2.00 *Length* 25 pages

Grade Level Secondary/Adult *Suggested Time of Use* 10 hours

OBJECTIVES:

SUMMARY DESCRIPTION: A mini-course covering the philosophy and skills of retail pricing including mark-up and markdowns and cost analysis.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Transparencies

Title PRINCIPLES OF PROFITABLE IMPORTING

Author Giacomo Zanetti *Date Pub.* 1971

National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $15.00 *Length* 250 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Information and instruction on every aspect of importing for retail selling. Covers the planning, supervision, execution and promotion of imported merchandise.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRODUCT CONTROL INVENTORY

Author Erwin Raush *Date Pub.* 1968

Publisher Science Research Associates, 259 East Erie Street, Chicago, IL 60611

Teacher or Student Material Student *Cost* *Length* 36 pages

Grade Level Adult *Suggested Time of Use* 2 hours

OBJECTIVES: The objective of each participant is to help his "inventory management team" to be more effective than the others.

SUMMARY DESCRIPTION: A didactic game. Offers the training director a controlled situation in which to observe the decision-making skills of his trainees. It helps to expose those areas in which the effectiveness of each trainee can be improved. As each participant thinks through his approach to the problems, develops strategies, and tests them in an environment that resembles a real situation, he has the opportunity to observe the behavior of others in the group.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFITABLE MERCHANDISING OF MEN'S CLOTHING

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $7.50 *Length* 427 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the entire gamut of successful men's clothing retailing. Includes analyses of fabrics and their identification, how to buy, promote, merchandise fashions in main and branch stores, how to keep alteration costs down, discusses the elements of style, inventory, evaluation of performance and sales promotion techniques.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PURCHASING

Author Erwin Rauch *Date Pub.* 1968

Publisher Science Research Associates, 259 East Erie Street, Chicago, IL 60611

Teacher or Student Material Student *Cost* ______ *Length* 38 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 2 hours

OBJECTIVES:

SUMMARY DESCRIPTION: A didactic game. The participants receive some practice in evaluating quantity discounts and vendor reliability. They also evaluate risks, set standards for the purchasing department, and develop policies designed to reduce the cost of purchasing in general. In doing so, they are expected to keep in mind the effect of their actions on cost in other areas of the company they are serving.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PUTTING CLASSIFICATION MERCHANDISING TO WORK

Author ______ *Date Pub.* ______

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $6.00 *Length* 66 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Eight experts in this field give the fruit of their experience in this how to do it book.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN EDP

Author *Date Pub.* 1967

National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $3.75 *Length* 427 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the basic know-how needed by a retailer at all sales levels to get involved with EDP systems and computers. Controls, numbering codes, personnel training, organization, equipment and merchandising systems are among the topics covered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RECEIVING DEPARTMENT OPERATIONS MANUAL

Author Leonard F. Mongeon *Date Pub.* 1960

National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $4.50 *Length* 371 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers every phase of receiving, checking, marking, and reserve stockkeeping. Discusses personnel, layout and equipment, procedures and other receiving department functions. Includes illustrations and diagrams.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title REDUCING EXPENSE RATIOS

Author *Date Pub.* 1966

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 134 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A collection of expense-saving ideas within important operating areas such as communications, delivery, customer service, stockkeeping, transfer hauling, workrooms, wrapping and packing, and many others.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL ACCOUNTING MANUAL

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $25.00 *Length* 257 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Contains streamlined chart of expense accounts for single stores and companies with branches. Enables a meaningful determination of main and branch store profits. Includes chapters on report presentation, workroom accounting, leased department accounting, return on investment, gross margin determination and many other basic retail accounting topics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE RETAIL BUYER

Author Jimmy G. Koeninger and Glen Koeninger *Date Pub.* 1972

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Teacher *Cost* $3.00 *Length* 51 pages

Grade Level Secondary/Adult *Suggested Time of Use* 12-18 hours

OBJECTIVES:

SUMMARY DESCRIPTION: This teaching outline contains the necessary materials for a short course in retail buying.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL CONTROL

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $12.00 *Length* 10 issues a yr.

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Pocket size magazine with many informative articles for keeping up to date on department store systems, procedures, financial management, control and inventory management developments, and legal and tax matters affecting retailing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL INVENTORY METHOD MADE PRACTICAL

Author ____ *Date Pub.* 1971

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $6.00 *Length* ____

Grade Level Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: Presents the fundamental operation involved in establishing and maintaining accurate inventories. Explains what the Retail Method of Inventory is and how it differs from the cost method, its advantages and disadvantages. Includes sample forms for recording merchandise transfers, sales, price changes, departmental merchandise statements, open-to-buy and many more.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAIL OPERATIONS NEWS BULLETIN

Author ____ *Date Pub.* Published Quarterly

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $10.00 *Length* approximately 28 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: A quarterly magazine devoted to the many aspects of store operations. The latest developments, trends and tips on topics such as security, delivery, communications, safety, wrapping and packing, maintainence, customer service and food services are featured regularly.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A RETAILER VISITS THE MARKET

Author *Date Pub.*

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $80.00 *Length* 36 slides

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: Behavioral objectives achieved in this program include a minimum of seven duties required for preparation of a buying trip and a minimum of nine merchandising decisions that must be made while in the market.

SUMMARY DESCRIPTION: Made for those students who aren't able to experience the real thing. It brings the market to the classroom to give students a feel for what it's like to buy for a store. Follows a small retailer on her trip to the market, since the majority of students headed toward careers in buying will eventually find jobs in either small or medium size stores.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructional package that includes a printed commentary for each slide, sample tests and a series of student projects.

Title RETAILERS' FEDERAL TAX MANUAL

Author *Date Pub.* 1965

National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001

$10.00 each
Teacher or Student Material Student *Cost* $15.00 *Length*
set

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Gives tips on minimizing the impact of Federal taxes on retailers, includes discussions of Federal income, retailers' excise tax, estate tax planning for retailers and pointers on all payroll taxes. Three volumes: Vol. I - Installment method; method of doing business, depreciation, use of investment credit. Vol. II - Estate taxes planning, pension and profit sharing, inventories, bad debts. Vol. III - Retail excises, payroll taxes, travel and entertainment deductions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILERS' GUIDE TO MERCHANDISE CLASSIFICATION CONTROL

Author Albert I. Schott and Herbert A. Turetzky Date Pub.

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $3.00 Length 48 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A step by step guide for store conversion from departmental to classification merchandising. Designed to help balance stocks, raise turnover, and increase profit. Special section on EDP service bureaus.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RETAILING MERCHANDISING AND MANAGEMENT WITH ELECTRONIC DATA PROCESSING

Author Harold Carber and Seymour Helfant Date Pub. 1966

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $7.50 Length 209 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Covers costs, approaches, and the important utilization of merchandise classification.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE ROLE OF THE BUYER IN MASS MERCHANDISING

Author Don Belden *Date Pub.* 1971

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $10.00 *Length* 254 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Examines the buying function. It runs the gamut from the basic importance of good communications to the buyer-vendor relationship, merchandise assortments and replenishment, display and sales promotion, model stocks, private brands and direct importing, right through to modern computer techniques.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RUNNING AN EFFICIENT BUSHELING WORKROOM

Author *Date Pub.* 1963

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $ .75 *Length* 34 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the three phases of busheling, the control of the busheling dollars, the measure of productivity, the fitting standards, busheling workroom equipment, combining men's and women's alteration workrooms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SAFETY SECOND

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $75.00 *Length* 97 frames

Grade Level Collegiate/Adult *Suggested Time of Use* 13 minutes

OBJECTIVES:

SUMMARY DESCRIPTION: A 35mm color filmstrip designed to present the basics of safety to new employees and remind old ones.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STATUS OF EDP IN RETAILING

Author *Date Pub.* 1969-1970

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $7.50 *Length* 209 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A thorough analysis of all applications on various types of manufacturers' computers. The use of service bureaus, leased versus rental, rental versus purchase.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STOCK SHORTAGE CONTROL TECHNIQUES OF THE SAN FRANCISCO BAY AREA STORES

Author *Date Pub.* 1961

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $2.25 *Length* 85 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A study prepared by the Golden Gate Retail Controller showing how San Francisco Bay Area stores go about combating inventory shortages. Gives detailed plans and training procedures. Includes a shortage credit program as well as a proven set of security rules.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STORE SHRINKAGE: EMPLOYEE PILFERAGE/CUSTOMER THEFT

Author Alice Schiller *Date Pub.* 1973

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $80.00 *Length* 34 slides

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This story, Store Shrinkage: Employee Pilferage/Customer Theft, was prepared by an experienced journalist who knows the retailing scene and has specialized in writing about drug addiction and rehabilitation. A sampling of headings are: Store Shrinkage: Scope & Cause; Learning Store Procedures; Flushing Out Thieves; Nerve Center of Security Operations; Eye on the Main Floor; Point of Sale--Point of Theft; Creating A Store Attitude: From Top to Bottom; Supporting A Habit; Getting Caught; The Penalties Are Real; Helping to Solve the Problem.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title 314 WAYS TO RUN A BETTER MORE PROFITABLE STORE

Author *Date Pub.* 1964

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $3.00 *Length* 41 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers such areas as: policy and management, planning and budgeting, merchandising, competition, pricing, selling, advertising and display, control, personnel, operations, traffic, credit, Federal Trade Regulations, community relations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TOYS

Author R. P. Willet and J. R. Grabner *Date Pub.* 1965

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 11 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This is an extensive list of references covering the more important aspects of the toy industry. Many of the sources cited are useful in appraising and improving the general management of firms operating in the industry. In addition, a number of statistical sources have been included. Also, sources dealing specifically with toy industry problems and their solution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TURNOVER: THE MANY WAYS TO IMPROVE IT

Author ____ *Date Pub.* 1965

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $6.00 *Length* 38 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: The best thinking of 300 retailers on the subject of turnover is summarized. Special chapter on the mechanics of a reorder program.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title USING STANDARDS TO INCREASE PRODUCTIVITY

Author ____ *Date Pub.* 1960

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 54 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: A guide to establish production standards to schedule work flow as a means of controlling payroll expense. Covers women's alterations, mail order, wrapping and packing, production, warehouse, selling, adjustments, mail and telephone orders and the role of the supervisor.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title VARIETY STORES

Author Pearce C. Kelley *Date Pub.* 1965

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography of references selected to help those interested in variety store retailing. It provides an understanding of the recent changes in this field as well as some basic knowledge about it.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title VERBATIM REPORT: HAS THE BASEMENT A FUTURE

Author ______ *Date Pub.* ______

National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $4.50 *Length* 55 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the many aspects of basement store problems. Discusses trading up, increasing the basement store's share of the market, the place of the basement in suburban stores, the prospects and volume in free standing budget stores.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title VERBATIM REPORT: HOW WE DO IT

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $4.50 *Length* 69 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Information to help management in the day to day merchandise investment problems. Includes information from actual merchandise managers on how companies handle sales forecasting, automatic reordering, inventory control and many other suggestions on how to improve total store performance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title VERBATIM REPORT: SUCCESSES TO DATE IN CLASSIFICATION MERCHANDISING

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $4.50 *Length* 68 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Recounts how two large stores and a number of small stores went about the business of getting set in classification merchandising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WRAPPING METHODS MANUAL

Author Date Pub. 1968

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $4.50 Length 90 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A specialized manual covering the accepted methods of preparing hard to wrap items for delivery. Based on the practice of over 60 stores. Contains 90 illustrations, definitions of wrapping terms, mechanical wrapping aids, basic wrapping techniques, individual wraps such as lamps and shades, mirrors and pictures, figurines, toys, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WRAPPING SUPPLY MANUAL

Author Date Pub. 1957

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $1.50 Length 141 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A standarization program for store wrapping supply purchase and usage. It points the way to very substantial savings in store supply costs. This manual reflects the practice and experience of 250 stores representing 2500 retail units. Chapters cover paper bags, general information on boxboard, set up boxes, folding boxes, folding gift boxes, corrugated boxes, corrugated rolls, kraft paper, tissue, twine, controlling supply expense, worksheets.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

DISPLAY

Title BASIC PRINCIPLES OF DISPLAY

Author *Date Pub.*

Publisher General Aniline & Film Corp., 140 West 51 Street, New York, NY 10020

Teacher or Student Material Teacher *Cost* *Length* Transparencies

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Shows various types of displays with advantages and disadvantages of each.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DISPLAY FUNDAMENTALS

Author Frank A. Rowe *Date Pub.* 1970

Publisher Display Publishing Co., Cincinnati, OH

Teacher or Student Material Student *Cost* *Length* 149 pages

Grade Level Collegiate *Suggested Time of Use* 1 quarter

OBJECTIVES:

SUMMARY DESCRIPTION: This manual is designed to provide, with a minimum of research and study, the basic techniques needed to display merchandise effectively.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DISPLAY MADE EASIER

Author Karen Kitsteiner *Date Pub.* 1971

D. E. Materials Lab
Publisher 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 115 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A unit on teaching display. Simply written for student comprehension, it thoroughly covers the field of display illustrating the different principles involved. Copy may be separated and individual pages used to produce transparencies or spirit master handouts.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DISPLAY ROUNDUP

Author *Date Pub.* 1968

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $126.00 *Length* 75 slides

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A collection of 75 examples of displays from stores across the nation--and a few outside the nation--ranging from a supermarket highway sign to a Tiffany window. Points up the value of effective display and provides a wealth of examples of displays both simple and elaborate, expensive and inexpensive.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DISPLAY SELLING

Author *Date Pub.* 1959

MEG Sales Education, The National Cash Register Company
Publisher NCR Education Center - Sugar Camp, Dayton, OH 45479

Teacher or Student Material Student *Cost* *Length* 200 pages

Grade Level Secondary/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses interior display principles and their application in the retail store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INTERIOR DISPLAY: A WAY TO INCREASE SALES

Author Gabriel M. Valenti *Date Pub.* 1965

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length*

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses four ingredients which are necessary for building a display: fixtures, color, signs, and lights. It points out that the differences between a commonplace display and an outstanding one is often slight. Many times that difference consists of the right decorative touch, one which, like frosting on a cake, helps to tempt buying appetites.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MERCHANDISE DISPLAY

Author Melvin Hatchett *Date Pub.* 1972

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* $6.00 *Length* 221 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: All aspects of merchandise display principles, techniques, arrangement, design, lighting, color, and signing. It is a how-to approach for beginning display personnel and includes information vital to DECA contest participants.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer Book ($2.00)

Title MODERN DISPLAY TECHNIQUES

Author Emily M. Mauger *Date Pub.* 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $8.50 *Length* 128 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A guide to the "how" and "why" of effective display, from the mechanical aspects of area size and lighting to the subtler techniques of creating atmosphere, drama and excitement. Discusses the use and importance of store display as a means of enticing the customer to buy. Considers future trends and the potential the field holds for the trainee. Special chapter on suggested copy themes, a large selection of photos showing prize-winning displays, a list of source materials and a comprehensive bibliography.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN INTERIOR DISPLAY

Author G. R. Fazakerley *Date Pub.* 1966

Publisher English Universities Press
St. Paul's House, Warwick Lane, London, England

Teacher or Student Material Student *Cost* *Length* 176 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A new psychological approach to shopfitting that combines all the varied attractions of lighting, decor, furnishing, fittings and point-of-sale display, and concentrates them all upon the single specific aim of rousing the customer's buying impulses.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RIGGING AND FORMING MEN'S WEAR FOR DISPLAY

Author Lloyd L. Buzan *Date Pub.* 1965

Publisher Display Publishing Co., Cincinnati, OH

Teacher or Student Material Student *Cost* *Length* 106 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The illustrations in this manual show methods rather than personal skills in order to gradually develop superior techniques.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STORE ARRANGEMENT AND DISPLAY

Author Elizabeth G. Janezeck *Date Pub.* 1966

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 7 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The references given in this book should assist the small business manager in two ways: first, by providing a list of basic sources of information on general principles; and second, by providing a list of specific store arrangement and display techniques.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

MANAGEMENT

Title ACCOUNTS RECEIVABLE AUTOMATION BEGINS ON THE SELLING FLOOR

Author *Date Pub.* 1969

MEC Sales Education, The National Cash Register Company
Publisher NCR Education Center - Sugar Camp, Dayton, OH 45479

Teacher or Student Material Student *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This brochure has been prepared to explain a new approach to accounts receivable automation that captures the customer's account number at the point of sale. Discusses the type of credit card used, 2 paths to electronic customer billing, disposition of media at the end of the day, sales audit procedures, data imput procedures, master file adjustments, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADMINISTRATIVE OFFICE MANAGEMENT

Author J. J. W. Neuner, B. L. Keeling and N. F. Kallaus *Date Pub.* 1972

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $10.95 *Length* 864 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: Designed to meet the changing needs of today's college students and of those executives and first-line supervisors currently in administrative management work who desire to update their knowledge and experience in a rapidly changing social, political and business environment.

SUMMARY DESCRIPTION: Covers the following five basic areas of administrative office management: administrative office management in modern business, organizing and planning administrative office services, leadership and human relations, controlling office administrative operations, and business information processing systems. Underlying these five areas is a constant emphasis on two basic concepts of successful business management--satisfactory human relations and continuous cost reduction.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title ADMINISTRATIVE STRATEGY AND DECISION MAKING

Author Clyde T. Hardwick and Bernard F. Landuyt *Date Pub.* 1966

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $9.70 *Length* 642 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Administrative problems and decision making on all levels of management are discussed in detail.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ADVANCED CASES IN MULTINATIONAL BUSINESS OPERATIONS

Author S. Prakash Sethi *Date Pub.* 1972

Publisher Goodyear Publishing Co., Inc.
15113-15 Sunset Boulevard, Pacific Palisades, CA

Teacher or Student Material Student *Cost* $12.95 *Length* 512 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the major functional operating areas such as: environmental operating conditions--business government interface; organization and management; long range planning; finance, investment, and operative controls; and marketing management. Includes a variety of industries in the fields of consumer goods, producers' goods, and services (banking, market research). The products include electronics, fertilizers, food grains, shipbuilding, tractors, synthetic fibers, television sets, petroleum products, and milk products. The regions covered are the U.S.A., Asia, Western Europe, New Zealand, Africa, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title THE AMERICAN BUSINESS ENTERPRISE

Author Jerry B. Poe Date Pub. 1969

Publisher Richard D. Irwin, Homewood, IL

Teacher or Student Material Student Cost ___ Length 560 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides an introduction to the field of business administration through a combination of text and cases designed to illustrate the breadth of decision making required in the management of today's business enterprises. Analyzes the organization of our economic system and the role of the profit motive in stimulating the flow of goods and services to consumers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title AMERICAN BUSINESS - AN INTRODUCTION

Author David J. Schwartz and Ferdinand F. Mauser Date Pub. 1970

Publisher Harcourt, Brace & World, Inc., 750 Third Avenue, New York, NY 10017

Teacher or Student Material Student Cost ___ Length 790 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Written and organized with the beginning student in mind. It presents the fundamentals of American business operations, and at the same time relates business to the community and to society as a whole.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Guide, Student Guide and Manual of Student Assignments.

Title APPRAISING RETAIL EXECUTIVE AND EMPLOYEE PERFORMANCE

Author Date Pub. 1968

National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $9.75 Length 178 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A study analyzing what constitutes a successful appraisal program and recommending how such a program may be implemented. Appraisal procedures for both executive and non-supervisory employees are analyzed and summarized in 12 tables with 27 examples illustrating selected appraisal forms in current use by stores.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ARBITRATION: PEACEMAKER IN SMALL BUSINESS

Author Morris Stone Date Pub. 1968

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student Cost Free Length 7 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses arbitration as a way for small business owners to settle business disputes without going through formal court procedures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A BASIC BIBLIOGRAPHY FOR DOWNTOWN DEVELOPMENT

Author *Date Pub.* 1969

National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $6.00 *Length* 31 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A guide to sources of broad conceptual thinking about central business districts, a source of specific ideas, examples and references leading to deeper investigation. Covers: urban affairs and downtown parking, traffic, transit, transportation, downtown urban design, historical preservation, and urban renewal.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BASIC LIBRARY REFERENCES SOURCES

Author Elizabeth G. Janezeck *Date Pub.* 1966

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES: The purpose of this bibliography is to acquaint the small businessman with the wealth of business information available through library research. It points out that a good business library should be regarded as a source of information similar to the businessman's trade association, bank, accountant, lawyer and supplier.

SUMMARY DESCRIPTION: A list that contains the most basic business directories, guides and references available in many libraries.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BEHAVIORAL DECISIONS IN ORGANIZATIONS

Author Alvar O. Elbing *Date Pub.* 1970

Publisher Scott, Foresman, and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $11.25 *Length* 884 pages

Grade Level Collegiate *Suggested Time of Use* ____

OBJECTIVES: To provide a systematic and rational approach to decision making, offering the utmost flexibility in dealing with problems unique to an organization, while at the same time providing a general framework of guidelines applicable to every decision situation.

SUMMARY DESCRIPTION: Examines the decision process step by step while referring to behavioral science concepts specifically chosen. The use of reading and cases provides both a theoretical and practical basis for analyzing the decision process.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BEHIND THE EXECUTIVE MASK

Author Alfred J. Marrow *Date Pub.* 1964

Publisher American Management Association, New York, NY 10020

Teacher or Student Material Student *Cost* $6.00 *Length* 143 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES: To help the executive discover the personal image he projects and how people react to it.

SUMMARY DESCRIPTION: Topics covered are: The Executive Dilemma, What is Laboratory Training?, The Important First Meeting, I'm A Stranger Here Myself, A Change of Pace and As Others See Us.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BIRTH OF A BUSINESS (STARTING A BUSINESS OF YOUR OWN)

Author *Date Pub.*

Publisher Thompson-Mitchell & Associates
2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material Student *Cost* $60.00 *Length* 12 cassettes

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A series of 12 cassette tapes with worksheets teaching the basic principles and concepts of business. Ideal for persons interested in starting their own business. The titles are: 1) From Dream to Reality, 2) Planning and Research, 3) Market Survey and Forecast, 4) Business Outline, 5) Business Organization, 6) Funding--Capital Outlay, 7) Accounting and Legal, 8)Volume, Margin, Cash Flow, 9) Terms--Credit, 10) Inventory, Buying, Payables, 11) Hiring Employees, Benefits, and 12) Expansion--Problems and Solutions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Tests and Worksheets

Title THE BRANCH MANAGERS' MANUAL

Author Beatrice Judelle *Date Pub.* 1968

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $16.50 *Length* 276 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Pertinent information for every branch store manager. Covers such topics as How Management Looks at the Branch, Leadership in the Branch, Maintaining Effective Communications, Public Relations, The Shopping Center, Merchandising, Managing Basic Stocks, The Use of Classification Dates, Improving Merchandising Results Services, Leased Departments and Profits, Branch Store Advertising, Credit, Sales Productivity and Employee Relations, Stock Shortages, Security, Housekeeping and extensive charts, forms and exhibits.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE BUSINESS CONFERENCE: LEADERSHIP AND PARTICIPATION

Author Harold P. Zelko *Date Pub.* 1969

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ____ *Length* 289 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: Covers such topics as: the methods and principles behind the successful conference; how to obtain desired results through planning, leadership, and participation; how to analyze the dynamics of the conference and thus discover values, limitations, and procedures; and how to apply the total discussion process of the conference to settings outside the business environment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BUSINESS AS A GAME

Author Alfred Z. Carr *Date Pub.* 1969

Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $ .95 *Length* 295 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Evaluation of top-level business in terms of game strategy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BUSINESS: ITS NATURE AND ENVIRONMENT

Author R. E. Glos and Harold A. Baker *Date Pub.* 1972

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $10.00 *Length* 774 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Each facet of business, such as ownership, organization, productions, personnel, finance, quantitative control, and government regulations, is described and related to the basic principles of management and to economic fundamentals.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual, Tests, Transparency Masters and Student Supplement.

Title BUSINESS POLICY - CASES IN MANAGERIAL DECISION MAKING

Author C. R. Klasson, F. S. Brandt and E. D. Bennet *Date Pub.* 1970

Publisher Charles E. Merril Publishing Co., Columbus, OH

Teacher or Student Material Student *Cost* *Length* 757 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to provide material for a complete course in business policy. The conceptual framework within which these cases were collected and organized constitutes an approach for involving business students as well as practicing executives in the managerial processes used in solving problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title BUSINESS PRINCIPLES AND MANAGEMENT

Author B. A. Shilt, K. E. Everard and J. M. Johns *Date Pub.* 1973

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $6.84 *Length* 672 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasizes basic business principles, business management, and business procedures. Instead of presenting the theory of business organization and management, attention is given to the actual details of operating a business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual, Study Guides and Problems; and Tests.

Title BUSINESS PRINCIPLES, ORGANIZATION AND MANAGEMENT

Author E. C. McGill, S. Simon, and H. Tonne *Date Pub.* 1963

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* $5.40 *Length* 502 pages

Grade Level Secondary *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The chapters are covered in the sequence in which the events would probably happen in real life. The realistic setting allows for natural treatment and discussion without special effort or contrivance on the teacher's part. It explores the major aspects of business operations, and reflects the trends in the policies and procedures of business management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student Activity Guide ($6.98), Objective Tests ($ .42 each), and Teacher's Guide & Key ($2.40)

Title BUSINESS, SOCIETY AND ENVIRONMENT: SOCIAL POWER AND SOCIAL RESPONSE

Author Robert L. Blomstrom and Keith Davis *Date Pub.* 1971

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ______ *Length* 460 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Relates business to the whole society. It takes a system point of view relating business to ecology, pluralism, and social power. Presents illustrations, problems, and cases to make ideas more meaningful and practical.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE BUSINESS WORLD - INTRODUCTION TO BUSINESS READINGS

Author Borji O. Saxberg and R. Joseph Monsin *Date Pub.* 1972

Publisher Houghton Mifflin Company, Boston, MA

Teacher or Student Material Student *Cost* ______ *Length* 379 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: The thirty-nine articles in this book give a broad overview of our economy's ground rules for business, of the specific areas of business, and of the problems business faces.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CAN A SMALLER STORE SUCCEED?

Author Jane Cahill *Date Pub.* 1966

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $4.95 *Length* 96 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: A guide to efficient management for the smaller store owner or the retailer contemplating expansion into new merchandising fields. Covers every department in women's fashion. Explores location analysis, audit and collection, advertising and image-building as well as the new retailing trends which are influencing the future of the smaller store--especially the boutique, teen and casual shop.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASE HISTORIES IN SALES MANAGEMENT

Author Edward M. Mazze and Milton Alexander *Date Pub.* 1965

Publisher Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017

Teacher or Student Material Student *Cost* $3.25 *Length* 145 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Allows the student to use the analytical tools that he has learned in other courses to solve sales management problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASE STUDIES - SET I

Author Richard Everhardt *Date Pub.* 1973

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $4.00 *Length* 258 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A unique approach to analyzing marketing problems in this collection of cases. Covers: retail buying, employee relations, business letter writing, management decision making, credit and collections. Each title comes in a separate file folder. Each case is on a separate sheet for ease in duplicating and student answers. Following each case is a list of notes to the coordinator on that case. At the end of each file is a list of references for the cases.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructional Summary Booklet

Title CASE STUDIES - SET II

Author Richard Everhardt *Date Pub.* 1973

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $4.00 *Length* 312 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A unique approach to analyzing marketing problems in this collection of cases. Covers: sales promotion, advertising, retail mathematics, and personal selling. Each title comes in a separate file folder. Each case is on a separate sheet for ease in duplicating and student answers. Following each case is a list of notes to the coordinator on that case. At the end of each file is a list of references for the cases.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASES IN SALES FORCE MANAGEMENT

Author Derek A. Newton *Date Pub.* 1970

Publisher Richard Irwin, Homewood, IL

Teacher or Student Material Student *Cost* $10.95 *Length* 682 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To provide the student with a framework for analyzing the cases in this book and to acquaint him with some of the major issues in managing a sales force so that he may easily recognize such issues as well as the alternatives involved. Accordingly, he should become a more effective decision maker.

SUMMARY DESCRIPTION: The case situations include problems in marketing, both consumer and industrial goods, as well as service industry problems, but excludes sales problems confined to retailing organizations. The cases represent "verbal photographs" of actual business decisions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHANNELS OF DISTRIBUTION

Author William Munro *Date Pub.* 1968

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 40 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This unit describes the distribution phase and its importance in providing the consumer with goods and services. Functions of distribution, including wholesaling, retailing and service type operations are discussed in detail.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Set of 14 transparency originals.

Title CHECKLIST OF DEVELOPING A TRAINING PROGRAM

Author Leonard J. Smith *Date Pub.* 1967

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 7 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to help small businessmen who need to set up a systematic program for training their employees. The questions are designed to provide a step-by-step approach to the task of organizing and conducting a successful program of employee training.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHOOSING A FORM OF BUSINESS ORGANIZATION

Author *Date Pub.* 1965

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* $1.50 *Length* 62 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Examines the various forms of business organization and calls attention to the importance of a proper selection. Also shows the need for proper legal guidance in the selection process.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CLARIFYING THE COMPUTER: A PRACTICAL GUIDE FOR RETAILERS AND MANUFACTURERS

Author Kevin McLoughlin *Date Pub.* 1968

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $12.50 *Length* 272 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers such subjects as an analysis of the "myths about computers"; the applications of Electronic Data Processing (EDP) for smaller firms; EDP personnel development; understanding costs and the role of middle management. Contains a glossary of EDP terms geared to retail-manufacturer management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COMMUNICATION FOR MANAGEMENT

Author Norman B. Sigband *Date Pub.* 1969

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $10.95 *Length* 762 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES: To develop skill in written business communications.

SUMMARY DESCRIPTION: Contains practical material on good business report and letter writing organized around the theme of management control through effective communication. The development of report-writing skills in research, planning, organizing, and the process of writing is clearly demonstrated. The up-to-date treatment of business-letter writing differentiates types of letters by purpose to encourage students to think about the communication effect of business letters. Integrated throughout the text are many comparative examples of effective and ineffective writing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide, Quizzes and Exams.

Title COMMUNICATION IN MANAGEMENT

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: How to increase your effectiveness in giving instructions verbally and in writing. "Feedback"--how to precondition responses you want, how to interpret it, follow-up action. Misinterpretation--what to do about it and guard against it. Channeling emotions for best results. The value of small meetings--some basic pointers in conducting them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COMMUNICATIONS IN DISTRIBUTION

Author Thomas Applegate and Everett DeVaul *Date Pub.* 1970

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $3.00 *Length* 110 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A two-part manual featuring written and oral communications. Examples and handouts apply to distributive occupations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Transparency originals are included.

Title COMMUNICATIONS--DOWNWARD AND UPWARD

Author *Date Pub.* 1967

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $6.00 *Length* 92 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The problems of face-to-face communications are covered from a number of angles in this report. Covers the essentials of a sound communications program; what management can learn by listening; a top management view of the problem; getting sales-supporting personnel on the management team; actual communications techniques utilized by stores; practical tips on how supervisors should communicate with employees; and the steps involved in conducting an employee morale survey.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COMPARATIVE MANAGEMENT AND MARKETING

Author J. Boddewyn *Date Pub.* 1969

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $2.00 *Length* 302 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To understand the differences and similarities between systems of marketing and management used in various nations.

SUMMARY DESCRIPTION: Creates an outline for contemporary studies in international as well as comparative management. It appraises comparative management and marketing in terms of rationale, concepts and frameworks; methodology; product and potential. It analyzes the nature, the development, and the present state of comparative studies with an inquiry into why systems should be compared, what should be compared among them, how this should be done, what already has been accomplished, and what remains to be done.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A COMPUTERIZED, MULTIPURPOSE RETAIL MANAGEMENT GAME

Author Robert Earl Schellenberger *Date Pub.* 1963

Publisher University of North Carolina, Chapel Hill, NC

Teacher or Student Material Student *Cost* ____ *Length* 295 pages

Grade Level Collegiate *Suggested Time of Use* ____

OBJECTIVES: The purpose of the study is to provide a training device to be used at all levels of retail management in order to illustrate the operation of a retail store in a complex environment subject to oligopolistic competition.

SUMMARY DESCRIPTION: This paper describes a model of a retail market. This model has been used as a basis for presenting a multipurpose retail management game built around a men's retail clothing market.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title COMPUTERS, MANAGERS, AND SOCIETY

Author Michael Rose *Date Pub.* 1969

Publisher Pelican Books, 7110 Ambassador Road, Baltimore, MD 21207

Teacher or Student Material Student *Cost* $1.65 *Length* 267 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: An account, part technical, part sociological, and part philosophical, of the computer revolution. Computerization presents managers with new opportunities on a structural scale unmatched since the industrial revolution. Many of the standard managerial functions which can be programmed are discussed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE CONCEPT OF THE CORPORATION

Author Peter F. Drucker *Date Pub.*

Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $1.25 *Length* 255 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A study of General Motors which reveals the managerial principles which have had such a dramatic effect upon the American corporate system, which fostered the emergence of a new class of "knowledge" workers, and which permitted the development of large-scale business enterprise as a central institution of social and economic achievement.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CONCEPTS OF MANAGEMENT

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational
Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers understanding the three levels of direction: managerial, administrative, supervisory. Effectively coping with human nature--finding the approach most likely to succeed with each individual. Handling uncooperative employees and employee friction. Developing capabilities in anticipation of promotion. Why many management opportunities are missed--what to do about them. Your own management success--"insurance" steps everyone should take.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CORPORATIONS IN CRISIS

Author Richard A. Smith *Date Pub.* 1966

Publisher Anchor Books, Garden City, NY

Teacher or Student Material Student *Cost* $1.45 *Length* 267 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Composed of a series of stories written for Fortune magazine during the fifties and early sixties. Each is a case history of a corporation in the middle of a crisis.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DECISION THEORY AND INFORMATION SYSTEMS

Author William T. Greenwood *Date Pub.* 1969

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $11.00 *Length* 818 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Presents those theories, methods, and processes of decision making, as well as prevailing decision practices, which are an integral part of the preparation of future business managers. Ties in 47 articles.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DEVELOPING THE RETAIL EXECUTIVE

Author Sy Lazarus *Date Pub.* 1971

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $6.00 *Length*

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A detailed, step-by-step, "how to" approach to retail management development building from the basic training for newly hired managers to more sophisticated development for senior level management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DEVELOPMENT OF MANAGERIAL PERFORMANCE...A RESEARCH APPROACH

Author Mahoney, Jerdee and Carroll *Date Pub.* 1963

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* Free *Length* 67 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES: To seek improved utilization of managerial abilities through improved identification of management potential; improved training and development of this potential, and improved placement and motivation for effective performance.

SUMMARY DESCRIPTION: Management development is discussed. Numerous problems are faced in achieving maximum utilization of management potential. The booklet provides the knowledge and information necessary for improved management organization and development.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DISTRIBUTION CHANNELS: BEHAVIORAL DIMENSIONS

Author Louis W. Stein *Date Pub.* 1969

Publisher Houghton Mifflin Company, Boston, MA

Teacher or Student Material Student *Cost* *Length* 305 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This volume of original essays and related readings contains discussions of four important behavioral dimensions of social systems: role, power, conflict, and communication. As demonstrated early in the book, the channel of distribution can and should be viewed as a social system; thus, the transfer of these dimensions to a channel context has been made here.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DISTRIBUTION COST ANALYSIS

Author Fred W. Kniffin *Date Pub.* 1966

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This is a bibliography of publications dealing with distribution costs which are all those marketing and administrative expenses of the business firm that arise from making goods available for sale. The publications cited in this section are books and pamphlets issued as a public service by federal agencies.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title DISTRIBUTION DILEMMA

Author *Date Pub.* 1965

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $80.00 *Length* 38 slides

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes changes in distribution and how alert retailers are capitalizing on new distribution patterns. Key themes include the sophistication of discounting, impact of electronics, growth of franchising, advent of the "merchandise scramble." Also discussed: catalog selling, the major discount chains, changes in food, drug and variety stores, importance of consumer testing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title DOWNTOWN REVIVED: 22 CASE HISTORIES

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $48.75 *Length* 35mm slides

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Depicts 22 examples of successful downtown renewal projects. Includes cities of all sizes. Explains why and how the results were achieved. Covers parking, beautification, public transportation, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Script included.

Title EFFICIENT DRUG STORE MANAGEMENT

Author Frank Ferguson *Date Pub.*

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $12.50 *Length* 264 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers every aspect of drug store management, offers advice from site selection to store operation; from financing, personnel, promotion to store layout and the prescription department. Contains a section on merchandising non-drug items; stimulating views on more modern management. Sample forms, for leases, applications, etc., are included, as are many photos of successful displays and arrangements.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ELEMENTS OF BUSINESS ENTERPRISE

Author Charles A. Taff and Dwight L. Gentry *Date Pub.* 1966

Publisher The Ronald Press Co., New York, NY

Teacher or Student Material Student *Cost* *Length* 624 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To provide the beginning student with the basic knowledge of the field of business.

SUMMARY DESCRIPTION: The scope of business activities, the types of business organizations, the relationships of business, business ethics, and the interdisciplinary approach to the management of business are discussed. The student is also introduced to the concepts of the quantitative and behavioral areas of business management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EMPLOYEE RELATIONS BULLETIN

Author *Date Pub.* Monthly

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Subscription Cost* $15.00 *Length* approximately 4 pages each issue

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Current information in employee relations. Regular features include reviews of new union contracts, results of union campaigns, new labor relations legislation, special government agency decisions like Wage-Hour and EEOC, plus current and proposed Federal legislation that relates to employee welfare.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE ENVIRONMENT OF BUSINESS: PERSPECTIVES AND VIEWPOINTS

Author James H. Bearden *Date Pub.* 1969

Publisher Holt, Rinehart & Winston, New York, NY

Teacher or Student Material Student *Cost* *Length* 558 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to supplement standard textbooks used in Introduction to Business courses and Personal Finance/Consumer Economics courses. These readings place emphasis upon both "firm-oriented" problems and issues and "consumer-oriented" problems and issues.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE ESSENTIAL CHALLENGE - THE SOURCES OF MANAGEMENT FOR RETAILING

Author *Date Pub.* 1967

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 41 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Details the present climate of the manpower market and the challenges to be met in the 1970's and possible solutions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ESSENTIALS OF MERCHANDISING

Author *Date Pub.* 1966

Publisher University of the State of New York, Albany, NY

Teacher or Student Material Teacher *Cost* *Length* 18 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES: To assist directors and teachers of adult education programs.

SUMMARY DESCRIPTION: Includes a brief consideration of such factors as basic merchandising principles, terminology, budgeting, merchandising mathematics, terms of sale, organization and staffing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ESTABLISHING AND OPERATING A NEW BUSINESS

Author *Date Pub.* 1966

Publisher Vocational Instructional Materials Laboratory
Lindsey Hopkins Education Center, Miami, FL

Teacher or Student Material Teacher *Cost* Free *Length* 5 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Consists of a course outline entitled Inventory, Buying and Cost Controls. A bibliography which lists supplementary references is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ESTIMATING ECONOMIC CAPACITY

Author Richard Gift *Date Pub.* 1968

Publisher University of Kentucky Press, Lexington, KY

Teacher or Student Material Student *Cost* $3.00 *Length* 56 pages

Grade Level Collegiate *Suggested Time of Use* 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to cope with and establish a framework within which a meaningful interpretation of the many concepts of economic capacity can be understood.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE EXCEPTIONAL EXECUTIVE

Author Harry Levinson *Date Pub.* 1968

Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $1.50 *Length* 336 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Examination of the true role of top management in fostering corporate and personal growth and vitality. Examines the qualities a successful executive must develop within himself.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EXECUTIVE COMPENSATION IN RETAILING

Author *Date Pub.* 1971

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* *Length*

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A look at the seventies and new compensation policies for executives. What are the trends in bonuses? What do the base rates look like at various management levels? Is there a geographic differential? These questions and many more are answered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title EXECUTIVE DECISIONS

Author Rossall J. Johnson *Date Pub.* 1970

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $10.45 *Length* 640 pages

Grade Level Collegiate *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: Contains 49 cases which present decision-making situations faced by top management. In addition to the traditional policy and control cases, emphasis is given to situations involving leadership, organization, communication, ethical behavior, and social responsibility.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title FINDING AND HIRING THE RIGHT EMPLOYEE

Author Rudolph Raphelson *Date Pub.* 1964

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 4 pages

Grade Level Adult *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: Presents the tools needed for gathering information which the employer needs when he screens job applicants.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE FOLKLORE OF MANAGEMENT

Author Charles B. Randall *Date Pub.*

Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $ .75 *Length* 128 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A book that takes issue with a number of myths and stereotypes at the management level.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title FRANCHISING

Author Jack Strietelmeier *Date Pub.* 1972

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 30 pages

Grade Level Secondary *Suggested Time of Use*

OBJECTIVES: Students will understand the operation of a franchise and conduct a project applicable to their community.

SUMMARY DESCRIPTION: This study provides background information for the coordinator to develop a unit or for the individual instruction of a student. The manual includes a detailed outline for a student project on franchising and references.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE GENESIS OF MODERN MANAGEMENT

Author Sidney Pollard *Date Pub.* 1968

Publisher Pelican Books, 7110 Ambassador Road, Baltimore, MD 21207

Teacher or Student Material Student *Cost* $1.95 *Length* 400 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A study of the early British managerial revolution; of the problems which confronted the first generation of managers and of the complex interactions of mass-production technology and human organization. Analyzes the historical factors which continue to condition the present-day practices of British management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GETTING CHANGE THROUGH COMMUNICATIONS

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Why communications through argument seldom works. "Facts" vs. "Opinions". The use of "Permissive Conversation" in better communications. The one big reason why some people fail to solve problems. Enthusiasm and its relationship to problem-solving. The right way to go about sharing and solving problems with employees.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GUIDE TO PERSONAL SUCCESS IN MANAGEMENT

Author Fred DeArmond *Date Pub.* 1961

Publisher Prentice-Hall, Inc., Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* ______ *Length* 226 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Teaches the five basic skills of management: reading, remembering, writing, speaking, and a faculty in using facts and figures. The object of developing these skills and working methods is to mature the manager's judgment and to increase his skill in the decisions he makes and the actions taken at his direction.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title GUIDE TO STORE LOCATION RESEARCH

Author William Applebaum *Date Pub.* 1968

Publisher Addison-Wesley, Reading, MA

Teacher or Student Material Student *Cost* ______ *Length* 259 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

(1) To evaluate the sales potential of individual supermarket locations.

(2) To develop a long range store location strategy plan involving a number of stores in a metropolitan area or larger region.

SUMMARY DESCRIPTION: Describes a sound, workable program in store site evaluation and location strategy. Since store location research is complex, there is no simple magic formula and no substitute for informed judgment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HANDICRAFTS AND HOME BUSINESS

Author J. Wade Rice Date Pub. 1966

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both Cost Free Length 19 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Bibliography lists U. S. Government publications that should assist prospective and current owners of handicrafts and home businesses to plan, organize, direct, coordinate, and control their business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO ANALYZE YOUR OWN BUSINESS

Author Howard Ellsworth Somer Date Pub. 1962

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both Cost Free Length 6 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Outlines business conditions which typically are progressive, average, or weak.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW DO YOU MANAGE?

Author Samuel Feinberg *Date Pub.* 1968

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* $7.95 *Length* 288 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with the inability of many managers to manage. It discusses the universality of managerial problems and solutions. The traits that make a good manager are described.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW DOWNTOWNS GET ACTION ON TRAFFIC, PARKING AND TRANSIT

Author *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $82.50 *Length* 35mm slides

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Shows examples of how downtown areas around the country have solved their traffic, parking and transit problems in downtown shopping areas. Provides ideas which can be adapted everywhere.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Script included.

Title HOW TO GET ACTION ON SUPPLYING DOWNTOWN PARKING

Author *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $7.50 *Length* 64 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The results of an NRMA Supplying Downtown Parking Seminar presenting up-dated, factual information and sound and practical ideas on how to get parking action downtown. Covers such topics as Computing Parking Demands, Designing Garages, Techniques of Parking Finance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO PROMOTE YOUR SHOPPING CENTER

Author John H. Fulweiler *Date Pub.* 1973

Publisher Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* $7.95 *Length* 224 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A promotion primer explaining how shopping centers with up to 400,000 square feet of leasable area can set up and carry out an effective advertising and promotion program to increase center sales. Includes chapters on budgeting, program planning and direction; advertising and media; the promotion calendar; community involvement; and merchants' association organization. Valuable reference material, including sample programs and bylaws are included in appendices.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HOW TO SUPERVISE (PART I) AND HOW TO TRAIN (PART II)

Author *Date Pub.* 1957

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Teacher *Cost* $5.00 *Length* 60 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: How to Supervise includes what it means to be a supervisor, how to induct an employee, how to follow up with an employee, how to handle correction and grievances, and a check-up on supervision. How to Train covers the four basic steps in training, how to get ready to train, demonstrations of skill training, demonstrations of training in factual information, and demonstrations of attitude training.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HUMAN FACTORS IN SMALL BUSINESS

Author *Date Pub.* 1965

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* $1.50 *Length* 82 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Develops an awareness of the human factors in managing a business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title HUMAN RELATIONS IN MANAGEMENT

Author S. G. Hunervager and I. L. Heckmann *Date Pub.* 1967

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $9.75 *Length* 880 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To present human relations as an emerging scientific discipline of study.

SUMMARY DESCRIPTION: Structured readings designed for the basic course in human relations or for the course dealing with the dynamics of organization. The subject matter provides basic or supplementary material for courses in industrial psychology, industrial sociology, and business policies. The 53 articles were selected because they: (1) were written by leading authorities in the field, (2) represent the latest thinking, and (3) provide provocative statements that challenge the reader's thinking.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title AN INTRODUCTION TO THE AMERICAN BUSINESS ENTERPRISE

Author Jerry B. Poe *Date Pub.* 1972

Publisher Richard D. Irwin, Homewood, IL 60430

Teacher or Student Material Student *Cost* *Length* 652 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: Designed to provide students with a balanced approach to business.

SUMMARY DESCRIPTION: Organized so that section one covers the external environment of business. Section two discusses the internal management and control of the business enterprise. Section three covers the vital human elements of business. Section four discusses the key areas of marketing and production. Section five consists of accounting and finance. Section six concludes the book with the dynamic area of computers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Review Guide & Workbook

Title INTRODUCTION TO BUSINESS IN A DYNAMIC SOCIETY

Author Donald J. Hart *Date Pub.* 1970

Publisher Collier-Macmillan, Toronto, Ontario, Canada

Teacher or Student Material Teacher *Cost* ______ *Length* 524 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: The purpose of this book is to provide an optimal background for the subsequent study of business and economics within the stimulating framework of challenging curricula.

SUMMARY DESCRIPTION: The orientation and content of the text are directed to the internal and external environments of business enterprise. Accordingly, aspects of business analysis and operations are treated within the realistic framework of continuous environmental change, for this is the context within which actual business problems are encountered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Study Guide

Title INTRODUCTION TO BUSINESS ENTERPRISE

Author Carlo E. Cubellini and Lyman A. Keith *Date Pub.* 1971

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ______ *Length* 613 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a general background to the elements and characteristics of business. By surveying the structure of business, its principal activities, and its typical problems, the text gives a broad understanding of the nature of the business world and a preliminary idea of the various areas of business specialization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Study Guide

Title INTRODUCTION TO BUSINESS ENTERPRISE

Author F. L. Schwartz, J. M. Hartley and W. L. McNaughton Date Pub. 1970

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student Cost ______ Length 480 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES: To give the student a well-rounded, comprehensive view of the business enterprise.

SUMMARY DESCRIPTION: The chief focus of this book is on the enterprise system, but consideration has been given to the purpose for which the enterprise exists; the economic and social environment; legal, governmental, and ethical relationships.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student Workbook

Title INTRODUCTION TO MODERN BUSINESS

Author Eugene H. Hughes and Vernon A. Musselman Date Pub. 1959

Publisher Prentice-Hall, Englewood Cliffs, NJ

Teacher or Student Material Student Cost ______ Length 630 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents in useful form and understandable language the manner in which business functions and provides the student a wide vocatulary and broad background in business practices, principles, and economic concepts. It shows how to interpret and analyze business through the use of actual business cases, and acquaints the student with up-to-date career information about occupations in business so that he may choose his business career intelligently.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title INVENTORY CONTROL

Author Kenneth Nathaniel Sherman *Date Pub.* 1965

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 12 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This is a comprehensive list of reader references on the general subject of inventory control. The literature ranges from articles which describe the advantages of inventory control to highly mathematical papers which are of use only to the theoretician.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ISSUES IN BUSINESS AND SOCIETY

Author William T. Greenwood *Date Pub.* 1971

Publisher Houghton Mifflin Co., Boston, MA

Teacher or Student Material Student *Cost* *Length* 547 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a variety of contemporary opinions as a catalyst for debate. Whenever possible, both sides of controversial issues have been presented and many of the articles within each section represent the best "pro" and "con" positions from the wealth of periodical literature that is available. Intended to serve as a resource for courses in business and society; business ethics, and business and government.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title JOURNAL OF SMALL BUSINESS MANAGEMENT

Author National Council for Small Business Management Date Pub. 4 times per yr.

Publisher Bureau of Business Research
College of Business & Economics, West Virginia University, Morgantown, WV

Teacher or Student Material Both Cost $5.00 (1 yr.) $8.00 (2 yrs.) Length

Grade Level Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Articles concerning consumerism and market demand.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LABOR RELATIONS HANDBOOK

Author Date Pub. 1971

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost Length

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Labor relations highlights written by leaders in the field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title LABOR UNIONS IN AMERICA

Author Date Pub.

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $300.00 Length 3 filmstrips 23 minutes each

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The History of Unionization presents a picture of violence in the attainment of improvements of the workers' welfare. Legislation that has affected labor relations over the years is also reviewed. Union Structure provides a message on how unions operate--by illustrating their potential nature. Indicates what it means to a supervisor--showing that he no longer has control when the union steward assumes some of his basic functions. Do's and Don'ts covers what to do in an organizing drive and how to reccgnize the union's techniques. It illustrates specific danger spots and helps the supervisor devise a plan for action.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Leader's Guide and Script

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Title MAJOR COLLECTIVE BARGAINING AGREEMENTS -
ADMINISTRATION OF NEGOTIATED PENSION, HEALTH, AND INSURANCE PLANS

Author George [illegible]. Schultz Date Pub. 1970

Publisher U. S. Department of Labor, Washington, DC

Teacher or Student Material Student Cost $ .60 Length 53 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This study is concerned with the administration of collectively bargained single and multiemployer pension, health, and insurance plans.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAJOR COLLECTIVE BARGAINING AGREEMENTS - MANAGEMENT RIGHTS AND UNION MANAGEMENT COOPERATION

Author W. W. Wirtz *Date Pub.* 1966

Publisher U. S. Department of Labor, Washington, DC

Teacher or Student Material Student *Cost* $ .70 *Length* 66 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Two collective bargaining issues are combined in this bulletin: management rights provisions and union-management cooperation provisions. Both deal with the exercise of essentially managerial functions, but with markedly different principles.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAKING MANAGEMENT DECISIONS

Author Powell Niland and C. William Emory *Date Pub.* 1968

Publisher Houghton Mifflin Co., Boston, MA

Teacher or Student Material Student *Cost* *Length* 306 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To provide a thorough theoretical background for business decision making by examining both the behavioral and quantitative factors.

SUMMARY DESCRIPTION: The first part of the book develops a general approach: a model for making business decisions. The second part presents basic mathematical techniques useful in business decisions in the analysis stage. It also includes an explanation of each technique and the problems often encountered in using it. The third part of the book summarizes the preceding materials, generalizes on the use of quantitative techniques, and relates decision making to the task of implementing and controlling decisions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAKING TOOLS FOR MANAGERS

Author Edward Bursk and John Chapman *Date Pub.* 1963

Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $1.25 *Length* 413 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Explains the basic theory behind the new mathematical procedures that have revolutionized business administration. Case histories, charts and illustrations are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT AIDS FOR SMALL BUSINESS - NO. 1

Author Wilford L. White and Edward L. Anthony *Date Pub.* 1955

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* $1.25 *Length* 184 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The subject matter falls into three classes: business-government relations, internal general management; and external sources of help, advice, and guidance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT AIDS FOR SMALL BUSINESS - NO. 2

Author Wilford L. White and Edward L. Anthony Date Pub. 1956

Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student Cost $1.00 Length 146 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The subject matter falls into three classes: business-government relations, internal general management; and external sources of help, advice, and guidance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT AIDS FOR SMALL BUSINESS

Author Wilford L. White and Edward L. Anthony Date Pub. 1957

Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student Cost $ .60 Length 80 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The scope of the chapters is broad, ranging over a diverse assortment of subjects of importance to small firms. The philosophy and statistics have been largely omitted in favor of fundamental concepts and real-life illustrations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT AIDS FOR SMALL MANUFACTURERS

Author Frank M. Cruger *Date Pub.* 1970

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 8 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES: To show the owner-manager how to develop a handbook for employees.

SUMMARY DESCRIPTION: Points out that a successful handbook should include what employees need to know as well as what the owner-manager wants them to know.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT AIDS FOR SMALL MANUFACTURERS

Author C. Howard Mann *Date Pub.* 1967

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 4 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: One of the most important factors in successful business competition is originality in meeting customers' needs and wants. A new application, a new approach, or a whole new concept very often is necessary. Fortunately, for the businessman, new "ideas" are circulated around the business world all the time. Some large concerns have specialists whose main job is to deal with new ideas. However, most small business operators can't afford that kind of staff assistance. This aid has been written to help meet their needs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT: THE BASIC CONCEPTS

Author Henry H. Albers Date Pub. 1972

Publisher John Wiley & Sons, Inc., New York, NY

Teacher or Student Material Student Cost _____ Length 328 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES: To provide a basic background and foundation for management development programs in business and other fields.

SUMMARY DESCRIPTION: The book discusses: management: past and present, planning, organizing, directing, controlling and the responsibility of management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT DEVELOPMENT PROGRAM

Author _____ Date Pub. 1968

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Teacher Cost $1.25 Length 1 page

Grade Level Adult Suggested Time of Use _____

OBJECTIVES:

SUMMARY DESCRIPTION: Subject presentations and a set of transparencies for the following are available on loan from SBA Regional Offices. The topics are: Success and Failure Factors, Records and Credit in Profitable Management, Managing to Sell, The Why and What of Bookkeeping, Financing Long and Short Term Needs, Personnel Management, Special Aspects of Sales Promotion, Taxation: A Key Factor in Business Decisions, Communication and Control, Human Factors in Small Business, Choosing a Form of Business Organization, Safeguarding Your Business and Management Succession, Small Business Location and Layout, Effective Advertising, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT: ENDS AND MEANS

Author R. W. Morell Date Pub. 1969

Publisher Science Research Associates, Inc.
259 East Erie Street, Chicago, IL 60611

Teacher or Student Material Student Cost ______ Length 256 pages

Grade Level Collegiate Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: A discussion of the ends of organizations and the means by which managers can effectively achieve these ends. The ends and means of management are presented in their social, ethical, psychological, philosophical, and economic contexts. Deals with the personal and social goals of businessmen, human relations in business, decision-making, and organization theory. It contains capsule descriptions of leading theories and techniques of management, useful diagrams, questions for discussion, suggestions for further reading, and a model for decision making based on a particular case problem.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT FUNCTIONS AND MODERN CONCEPTS

Author Clayton Reeser Date Pub. 1973

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student Cost ______ Length 524 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES: To summarize and integrate the central concepts of management.

SUMMARY DESCRIPTION: Discusses the functions and concepts of modern day management in a rapidly changing business society.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE MANAGEMENT GAME: SIMULATED DECISION MAKING

Author J. S. Seiler, J. L. McKenney and F. W. McFarland Date Pub. 1970

Publisher Macmillan, 866 Third Avenue, New York, NY 10022

Teacher or Student Material Student Cost Length 153 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This management simulation game is designed to provide an experience in business decision making under uncertainty. It involves the student in the problems of developing and implementing an economic strategy in an ongoing business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT INFORMATION SYSTEMS

Author Paul Frankenberg Date Pub. 1968

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $3.00 Length 54 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Covers planning, personnel, equipment selection and how to indoctrinate store management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT MANUAL FOR INDEPENDENT STORES

Author Seymour Helfant and Beatrice Judelle *Date Pub.*

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $12.00 *Length* 312 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a scientific approach to better management techniques for the smaller independent store. Contains practical and profitable ideas and suggestions. Covers every phase of store management, merchandise control, buying, merchandising, sales promotion, financial analysis, data processing, display, credit, personnel.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT BY OBJECTIVES

Author P. J. S[illegible]orm and L. C. Michelon *Date Pub.* 1970

Publisher Republic Industrial Education Institute, Cleveland, OH

Teacher or Student Material Student *Cost* *Length* 32 pages

Grade Level Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This is a basic approach to management which accomplishes the greatest results with a minimum of resources and within the shortest period of time.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT BY OBJECTIVES IN RETAILING

Author ________ *Date Pub.* 1967

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $6.00 *Length* 118 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a general background on this management technique which is important to all retail executives. Also reflects the actual experience and results of four organizations in regard to the realization of this management process and its challenge to management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT AND ORGANIZATION

Author Henry L. Sisk *Date Pub.* 1973

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $10.75 *Length* 768 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Combines the familiar and traditional analysis of the management process and the presentation of management principles with the newer systems concept of management to make it truly a systems approach to the management process. The process of management is described and analyzed in the usual temporal sequence of planning, organizing, directing, and controlling. Questions and cases are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual, Examinations Booklet, Achievement Tests and Student Study Experiences ($3.00)

Title	MANAGEMENT AND ORGANIZATIONAL BEHAVIOR THEORIES--AN INTERDISCIPLINARY APPROACH

Author William T. Greenwood Date Pub. 1965

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student Cost $9.95 Length 890 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES: To aid in the development of a general theory and philosophy of administration.

SUMMARY DESCRIPTION: Structured reading consisting of 52 articles divided into seven parts: management theories and philosophies, planning, decision making, organizing, staffing-personnel, direction and leadership; and controlling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT OF THE PERSONAL SELLING FUNCTION

Author Charles S. Goodman Date Pub. 1971

Publisher Holt, Rinehart & Winston, New York, NY

Teacher or Student Material Student Cost Length 494 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on the problems of sales managers with particular concern for problems likely to be critical in a consumeristic society. In the treatment of each problem area, the nature of the problems which confront the sales manager are examined. Thereafter, the types of tools which may be useful for resolving those problems are reviewed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT PRINCIPLES AND PRACTICES

Author Dalton E. McFarland *Date Pub.* 1970

Publisher Macmillan, 866 Third Avenue, New York, NY 10022

Teacher or Student Material Student *Cost* ______ *Length* 715 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES: To describe the elements of the managerial process that are fundamental to the successful operation of various types of enterprises.

SUMMARY DESCRIPTION: Presents a rational synthesis of research and concepts which brings together the mass of detail constituting the subject matter of management. It utilizes a behavioral science point of view that will help the student develop his own approach to management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

Title THE MANAGEMENT OF RETAIL BUYING

Author Joseph S. Friedlander and John W. Wingate *Date Pub.* 1963

Publisher Educational Book Division
Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* ______ *Length* 420 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A study of the principles and methods that determine successful merchandise selection. An analysis of the proven methods of successful practice and the theories and techniques being developed by leading thinkers in the field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT SCIENCE

Author Stafford Beer *Date Pub.* 1967

Publisher Doubleday Science Series, Doubleday & Co., Inc., Garden City, NY

Teacher or Student Material Student *Cost* $2.45 *Length* 192 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Elaborates on the tools used in management science and the application of scientific methods to a whole management problem.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT SOURCE PUBLICATIONS FOR SMALL BUSINESS

Author *Date Pub.*

Publisher Dun and Bradstreet, Inc., 99 Church Street, New York, NY 10007

Teacher or Student Material Both *Cost* Free *Length* 44 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a list of publications of special value for the modern business manager. The titles have been listed in alphabetical order by subject matter. Each listing contains the title, source, cost (if any), date of issue and address of publisher.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT AND SUPERVISION OF A SALES FORCE

Author *Date Pub.* 1961

Publisher Syracuse University, Syracuse, NY

Teacher or Student Material Student *Cost* *Length* 325 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This is a training manual designed for executives of developing countries. Written in such a way that it can be adapted to the changing needs of developing countries throughout the free world.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT: A SYSTEMS ANALYSIS

Author Stanley Young *Date Pub.* 1966

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $4.00 *Length* 436 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES: To develop a systems awareness of management practices and techniques.

SUMMARY DESCRIPTION: An investigation of the design and maintenance of organizational problem-solving systems. Provides the tools required to convert accepted principles or theories of management into an operating reality. The primary focus of the text is upon the problem of integrating the new managerial techniques, or sciences, into a single, effective operating system--not only for the individual manager, but also for the organization as a whole.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT THEORY AND PRACTICE

Author Ernest Dale *Date Pub.* 1969

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* *Length* 786 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Equips the reader with a solid background of management knowledge that will make it possible for him to evaluate realistically both current theories and practices and those that may be introduced in the future. The approach is to assume no previous knowledge on the part of the reader but to lead gradually from the simple concepts to the more difficult ideas and techniques and to illustrate abstractions by practical examples.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT TRAINING

Author Robert Thomas *Date Pub.* 1970

D. E. Materials Lab
Publisher 1865 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Student *Cost* $2.00 *Length* 61 pages

Grade Level Adult *Suggested Time of Use* 6 one-hour sessions

OBJECTIVES:

SUMMARY DESCRIPTION: Techniques of efficient management including concepts, communication skills, performance goals and supervision are covered in a practical case-study format.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGEMENT USES OF THE COMPUTER

Author Irving I. Solomon and Laurence O. Weingart Date Pub.

Publisher The New American Library, Inc. Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student Cost $1.25 Length 222 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Provides practical guidelines by which management can make informed decisions on computer usage to serve specific business needs and goals.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGERIAL ECONOMICS

Author Edited by G. P. E. Clarkson Date Pub. 1968

Publisher Penguin Books, 7110 Ambassador Road, Baltimore, MD 21207

Teacher or Student Material Student Cost $1.95 Length 430 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This text deals with the process of decision-making within the firm. It uses the economist's concept of utility and maximizing of profit to analyze with mathematical and statistical techniques a wide range of problems of finance, marketing and production.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGERIAL EFFECTIVENESS - THE IMPACT OF MANAGEMENT STYLE ON STORE PERFORMANCE

Author J. Sterling Livingston *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 52 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the style of leadership in relation to its effectiveness, characteristics and success on store performance, how the store manager handles levels of performance, communications, management climate, problem solving, individual differences.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGERIAL PLANNING AND CONTROL

Author Glen A. elsch and Bernard H. Sord *Date Pub.* 1964

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student *Cost* $4.00 *Length* 237 pages

Grade Level Collegiate *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: A picture of the problems of managerial planning and control as viewed by lower levels of supervision. Since the authors have directed this volume to those concerned with the many human problems which arise in managing, this book should prove useful to managers at all levels.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGERIAL PROCESS AND ORGANIZATIONAL BEHAVIOR

Author Allan C. Filley and Robert J. House Date Pub. 1969

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student Cost $11.20 Length 499 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES: To synthesize existing theory and research from many disciplines by reviewing a selected set of management and behavioral science theories and the empirical evidence relevant to them.

SUMMARY DESCRIPTION: This text is concerned with management as a general process, applied in many different types of organizations, and is based on the conviction that management can be approached, at the outset, by integrating descriptive and prescriptive material with theoretical analysis and empirical evidence.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Guide

Title THE MANAGERS: A NEW EXAMINATION OF THE ENGLISH, GERMAN, AND AMERICAN EXECUTIVE

Author Roy Lewis and Rosemary Stewart Date Pub.

Publisher The New American Library, Inc. Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student Cost $ .75 Length 256 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A perceptive and candid study of the "boss" in modern industry: who he is, what he does, how he got where he is, how he sees himself, and how others see him.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGERS FOR TOMORROW

Author Charles D. Flory *Date Pub.*

Publisher The New American Library, Inc. Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $ .95 *Length* 288 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A staff of management psychologists analyzes the training, personality, philosophy and strategy of the successful executive. Bibliography included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MANAGING THROUGH INSIGHT

Author Charles D. Flory *Date Pub.* 1968

Publisher The New American Library, Inc. Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $1.25 *Length* 222 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Explains how psychology and the behaviorial sciences can help you identify men with talent, develop their creativity and move them up through your organization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MATHEMATICS IN MANAGEMENT

Author Albert Battersby *Date Pub.* 1968

Publisher Pelican Books, 7110 Ambassador Road, Baltimore, MD 21207

Teacher or Student Material Student *Cost* $1.75 *Length* 225 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a sound basis of knowledge about the methods of operational research now being applied in public industries and services to save resources and prune expenditures. Among the topics covered are network analysis, simple functions, linear programming, simulation, and electronic computers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MEN, WAGES, AND EMPLOYMENT

Author George Soule *Date Pub.*

Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $ .50 *Length* 140 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Analyzes trends in wages, employment, labor, and management in the modern United States economy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN BUSINESS ADMINISTRATION

Author R. I. Hartman, T. P. Hogan and J. T. Wholihan Date Pub. 1968

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student Cost $3.95 Length 421 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The articles contained in this book have been selected from a variety of sources to include representative selections of varying degrees of difficulty and to create a natural blending of both theoretical and practical approaches to business administration. Each section of the book is prefaced by a concise introduction that summarizes and highlights the aspect of business under consideration.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN MANAGEMENT METHODS

Author L. C. Michelon and Ernest Dale Date Pub. 1967

Publisher The World Publishing Co., 2231 West 110 Street, Cleveland, OH

Teacher or Student Material Student Cost Length 211 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Features important techniques as value analysis, payoff tables and decision trees, PERT and critical path analysis, and operations research. Also covers new developments in human relations, organization, and communications. It considers such vital subjects as computers, government relations with business, and economic forecasting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MODERN PROCUREMENT MANAGEMENT

Author Wilbur B. England *Date Pub.* 1970

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* $12.50 *Length* 904 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Includes those recent developments which provide new tools and concepts to further the evolution of the procurement and materials acquisition function from essentially a clerical service oriented business role to a dynamic decision making oriented function with the capacity of contributing directly to the profits of the firm.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MOTIVATE FOR PROFIT

Author Pauline W. Burbrink *Date Pub.* 1967

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Teacher *Cost* $3.50 *Length* 91 pages

Grade Level Adult *Suggested Time of Use* -

OBJECTIVES: To train the supervisor to become aware of the productiveness of each employee.

SUMMARY DESCRIPTION: Included are units on man and his work, motives and motivation, job attitude factors, motivation techniques, demonstrations of motivation techniques, and a complete bibliography.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MOTIVATION FOR MANAGERS

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Understanding others--what motivates them and how to turn these facts to your advantage. How the adequacy of assumptions determines the adequacy of management. Behavior and its relationship to the satisfaction of needs. Ego needs--what they are and how to satisfy them. Physiologic well-being security, social relationships--what they mean to motivation. Goals--how to set them for yourself and others. Dealing with unmotivated employees. Attitudes--reading them, when and how to change them to your advantage. The gentle art of "persuasion." Authority--its responsibilities. The "Ham-In-The-Sandwich System."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE NATURE AND SCOPE OF MANAGEMENT

Author Maneck S. Wadia *Date Pub.* 1966

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $9.25 *Length* 349 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Organized around the functions of the management process. Brings together fifty-two selected readings which provide a look at management and administrative science, reflecting all the major trends in the study of management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NEW DECISION-MAKING TOOLS FOR MANAGERS: MATHEMATICAL PROGRAMMING AS AN AID IN THE SOLVING OF BUSINESS PROBLEMS

Author Edited by Edward C. Bursk and John F. Chapman *Date Pub.* ______

Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $ .95 *Length* 413 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Twenty-five experts explain the basic theory behind the new mathematical procedures that have revolutionized business administration. Features actual case histories as well as hundreds of examples, charts, and illustrations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE NEW LOOK ON MAIN STREET

Author ______ *Date Pub.* ______

Publisher National Retail Merchants Association
100 West 1 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $67.50 *Length* 100 slides

Grade Level Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Contains 35mm slides showing how malls, pedestrian ways, greenery, street furniture, lighting, building front improvements, etc., are being used to put a New Look on Main Street in cities and towns of all sizes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title NEW PRODUCTS & DIVERSIFICATION

Author Peter M. Kraushar *Date Pub.* 1969

Publisher Auerbach Publishers, Inc., 121 North Broad Street, Philadelphia, PA 19107

Teacher or Student Material Student *Cost* $9.95 *Length* 213 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the internal development of new products and how it compares to new products born of diversification through mergers and acquisitions. Case histories are presented. Their reasons for success and failure are discussed. The simple and practical guidelines for new-product development and diversification makes this text a valuable primer for executives who are thinking of diversifying.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ORGANIZATION OF BRANCH STORES

Author Samuel V. Smith *Date Pub.* 1969

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $4.50 *Length* 88 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A collection of detailed case studies on multi-unit store organizations, each with a special aim such as strong central control, autonomy, an organization in transition, and a giant chain.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ORGANIZATIONAL BEHAVIOR AND THE PRACTICE OF MANAGEMENT

Author Hampton, Summer and Webber Date Pub. 1968

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student Cost ______ Length 758 pages

Grade Level Collegiate/Adult Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: Sets forth powerful conceptual tools drawn from theories of motivation, social exchange, interaction, functional analysis, and government. It applies these tools to a detailed examination of individual and group behavior, organizational structure and stress, and the nature of authority. It then offers applications of these discoveries in terms of direct influence, political behavior, and the modification of organizational structure.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Guide

Title ORGANIZATIONAL RELATIONS AND MANAGEMENT ACTION - CASES AND ISSUES

Author Willian V. Haney and Garret L. Bergen Date Pub. 1966

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student Cost ______ Length 756 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Describes management decision making and action in dealing with organizational behavior and the organizational relations of the manager. The cases in this book are designed to help the student test and apply knowledge, insight, skills, and values in making business decisions and taking action. They represent the heterogeneity of facts, opinions, inferences, unknowns, and imponderables which the manager must learn to weigh.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Case Notes

Title PATTERNS FOR SUCCESS IN MANAGING A BUSINESS

Author *Date Pub.* 1967

Publisher Dun & Bradstreet, Inc., 99 Church Street, New York, NY 10007

Teacher or Student Material Student *Cost* $1.95 *Length* 103 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the techniques, the methods, the inner spirit found in successful business men and women.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONAL QUALITIES NEEDED TO MANAGE A STORE

Author Irving Schwartz *Date Pub.* 1970

Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES: To enable the small businessman to manage a store.

SUMMARY DESCRIPTION: Points out that the best approach is for the person to be himself. He should build on his strong points and try to improve his weak spots where he can.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONALITY AND SUCCESS

Author Hal B. Pickle Date Pub. 1964

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student Cost Free Length 84 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES: To determine those personality traits of a successful business manager which have contributed measurably to the success of an enterprise.

SUMMARY DESCRIPTION: The results of this study show that certain personal characteristics are important contributors to success and have certain implications for the business community.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONNEL ADMINISTRATION

Author Date Pub. 1956

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Teacher Cost Length 118 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This course has been developed to meet the needs of small and medium-sized organizations and to supplement practices in organizations with well-established personnel and training departments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONNEL ADMINISTRATION - GROUP DISCUSSION MANUAL

Author *Date Pub.* 1956

Instructional Materials Services
Publisher Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Teacher *Cost* *Length* 25 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES: 1. To serve as a guide for introducing the trainee to the functions of the personnel department. 2. To differentiate between the operation of the personnel department in large and small stores. 3. To point out the various welfare activities handled by the personnel department. 4. To give trainees information regarding new trends in personnel training.

SUMMARY DESCRIPTION: Provides an outline for instruction of trainees and an insight into the operation of the personnel department.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A PERSONNEL CHECKLIST FOR: RETAIL TOP MANAGEMENT

Author *Date Pub.* 1971

National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 24 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to reflect an overall approach to both personnel and labor relations problems. No one procedure is viewed without consideration of procedures elsewhere in a company. Covers Employee Selection, Supervision, Communications, Personnel Policies, Training, Management Development and Organizational Planning, Wage and Hour Administration, Working Conditions, Grievance Procedure, Benefits, Hours, Morale, Federal, State and Local Laws, and Union Organization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONNEL MANAGEMENT

Author *Date Pub.*

Publisher Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $142.80 *Length* 24 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Job descriptions--their importance, how to construct them. Employment questionnaires and forms--designing the best ones to meet your needs. Aptitude tests--what they do and do not tell you. Setting the stage for the interview. "Screening" and "appraisal" interviews--what to ask, probe for and how to interpret job applicant's responces. The best way to assess references. How to sharpen your personal judgment capabilities. Employment techniques to attract men for managerial positions. The all-important answer to the problem of getting results from people. The impact of firm but fair discipline.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONNEL MANAGEMENT

Author Larry L. Cummings *Date Pub.* 1965

Publisher Small Business Administration U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 16 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: This bibliography describes personnel management as an art.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONNEL MANAGEMENT

Author D. E. McFarland Date Pub. 1971

Publisher Penguin Books, 7110 Ambassador Road, Baltimore, MD 21207

Teacher or Student Material Student Cost $3.95 Length 407 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A collection of articles focusing on current and coming problems in personnel management as well as on new horizons emerging from both social concern and technical research. Twenty-nine readings are offered, including The Personnel Department and Business Objectives, Ethics for Recruiting Employees and Executives, Eight Ways to Motivate Plant Employees, Strikes in a Contemporary Context, and Yardsticks for Measuring Personnel Departments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONNEL MANAGEMENT - DEVELOPING GOOD EMPLOYEES

Author Date Pub. 1965

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Teacher Cost $1.25 Length 87 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to be presented to the businessman in nontechnical language. It is one approach to teaching personnel development.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONNEL MANAGEMENT AND HUMAN RELATIONS

Author John R. Zabka *Date Pub.*

Publisher ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material Student *Cost* $6.45 *Length* 224 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book will equip the student manager with the fundamental knowledge of employee behavior patterns thereby enabling him to deal effectively with recruitment, employment, and staffing problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student Workbook ($3.26) Teacher's Manual ($5.00)

Title PERSONNEL - THE MANAGEMENT OF PEOPLE AT WORK

Author Edward Richard DeHaan *Date Pub.* By-Monthly

Publisher American Marketing Association, 135 West 50 Street, New York, NY 10020

Teacher or Student Material Student *Cost* $4.50 *Length*

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Magazine published by-monthly by the American Marketing Association dealing with the problems of personnel administration.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONNEL NEWS & VIEWS QUARTERLY

Author *Date Pub.* Quarterly

Publisher National Retail Merchants Association
100 West 31 Street, New York NY 10001

Teacher or Student Material Student *Cost* $12.00 *Length* Approximately 32 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A quarterly magazine providing retail personnel administrators and training directors with an overview of activities as reported by member stores. Areas covered include new interviewing techniques, management development programs that are productive, sales training, labor relations, compensation programs, new training films and literature. Articles contributed by retailers and non-retailers touch on other problems such as minority hiring and training and the affect of Distributive Education on retailers of the future.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PERSONNEL POLICIES GUIDEBOOK

Author *Date Pub.* 1972

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $12.00 *Length* 176 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Helps set policy; gives actual samples of how others set policy; determines procedures for implementing policies plus gives many sample forms and other specifics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PLANNING YOUR STORE FOR MAXIMUM SALES AND PROFITS

Author Charles S. Telchin and Seymour Helfant *Date Pub.* 1969

National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $21.00 *Length* 165 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: In a practical view it covers: where to locate, negotiating a lease for a non-center store, construction costs and leases in shopping centers, the store architect, programming the project, getting bids and awarding contracts, the new store front, the interior plan, selling fixtures, floors, walls, and ceilings, color, interior and exterior lighting, how to read blueprints, the use of visuals, and a glossary of store planning terms. Includes illustrations, charts and floor plans.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title POINTERS ON USING TEMPORARY HELP SERVICES

Author William Olsten *Date Pub.* 1970

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: Explains temporary help services, points out some of their advantages, and outlines some steps that can be taken to ensure getting the best results.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title A PORTFOLIO OF MANAGEMENT STYLES

Author Patrick Haggerty, Milton Klein and Richard Morse *Date Pub.* 1970

Publisher Innovation, 265 Madison Avenue, New York, NY 10016

Teacher or Student Material Student *Cost* ______ *Length* 23 pages

Grade Level Collegiate *Suggested Time of Use* 1 day

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the rapid change which is taking place in the technology that dominates our age and the change in management style. Patrick Haggerty, Milton Klein, and Richard Morse are three managers whose profiles are the subject of this portfolio.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRICE THEORY AND ITS USES

Author Donald S. Watson *Date Pub.* 1963

Publisher Houghton Mifflin Company, Boston, MA

Teacher or Student Material Student *Cost* $6.50 *Length* 420 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Price theory as the economic keystone. Components of an economy, industry and firm's function via price theory.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRICING DECISIONS

Author Mark I. Alpert *Date Pub.* 1971

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $3.10 *Length* 145 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Reviews common pricing techniques as background for presenting recent developments in decision models, demand-curve estimation, and psychological pricing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF MANAGEMENT

Author George R. Terry *Date Pub.* 1970

Publisher Learning Systems Co., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* $2.95 *Length* 177 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES: Communicating concepts that will give the reader an understanding of the management discipline.

SUMMARY DESCRIPTION: A programmed learning aid designed to supplement basic textbooks in the subject area, or to be used as core or essential material in courses or programs of management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF MANAGEMENT - A MODERN APPROACH

Author Henry H. Albers *Date Pub.* 1969

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 702 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The core of this book is concerned with the basic elements of managerial action-planning, communication, and motivation, with an organized managerial structure. This edition gives more consideration to the systems concept and its relationship to the management process. It draws upon many fields of learning and concerns itself with the functional areas of management, social and environmental forces.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROFITABLE COMMUNITY RELATIONS FOR SMALL BUSINESS

Author Robert W. Miller *Date Pub.* 1961

Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* $ .30 *Length* 36 pages

Grade Level Secondary/Adult *Suggested Time of Use* ______

OBJECTIVES: To provide practical and pointed information on how to build and maintain sound community relations.

SUMMARY DESCRIPTION: Deals with the importance and way to build better community relations in the small business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PROGRESS OF MANAGEMENT RESEARCH

Author Edited by Nigel Farrow *Date Pub.* 1969

Publisher Pelican Books, 7110 Ambassador Road, Baltimore, MD 21207

Teacher or Student Material Student *Cost* $1.45 *Length* 157 pages

Grade Level Collegiate *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Contains ten articles which originally appeared as a series in "Business Management." Contributors include professors of marketing, business administration, industrial psychology, operational research, and industrial and engineering management, as well as economists and consultants.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PURCHASING MANAGEMENT

Author I. V. Fine, J. H. Westing and C. J. Zenz *Date Pub.* 1969

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 538 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Reflects the role of purchasing in corporate operations and organization. It suggests the movement toward the more comprehensive administration of "materials in motion" without implying more than is factually correct.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN MANAGEMENT

Author William A. Nielander and Max D. Richards *Date Pub.* 1969

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $8.95 *Length* 972 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a comprehensive explanation of the management process as it is viewed by management practitioners and scholars. The book is organized into six sections. In the first section, the elements of management that are basic to all management functions are explained. Each succeeding section is devoted to the study of one of the functions of management: planning, directing, controlling, organizing, and staffing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN SALES MANAGEMENT

Author Harper W. Boyd and Robert T. Davis *Date Pub.* 1970

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* *Length* 456 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Explores the new challenge of sales management created by today's changing environment. The selected readings in this book clarify the new and expanded role of the sales manager. The sales manager cast in this new role of planner can no longer be the old drummer type of salesman; he must now orientate his thinking and his efforts toward the marketplace with its ever-shifting costs and opportunities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title READINGS IN SALES MANAGEMENT

Author Robert Olsen and Thomas R. Wotruba *Date Pub.* 1971

Publisher Holt, Rinehart & Winston, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 394 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The readings are organized around the sales process framework of planning, selection, training, motivation, supervision, and evaluation; a framework which is particularly helpful to students and sales managers. Discussion, general questions and suggestions for further readings are included in each major section of the book.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RECEIVING CONTROLS

Author Fred K. Palcho *Date Pub.* 1971

D. E. Materials Lab

Publisher 1885 Neil Avenue, 115 Townshend Hall. Columbus, OH 43210

Teacher or Student Material Teacher *Cost* $2.00 *Length* 53 pages

Grade Level Secondary/Adult *Suggested Time of Use* 10 hours

OBJECTIVES:

SUMMARY DESCRIPTION: A manual covering store control procedures and methods. Reinforces control concepts and indicates clearly the relationship of controls to the retail flow of merchandise and the mechanics involved in the prevention of common control problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RECRUITING AND DEVELOPING STORE EXECUTIVES

Author Date Pub. 1967

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $3.00 Length 74 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Covers tips on successful campus recruiting; what the junior college graduate has to offer; a description of Filene's college recruiting film and trainee program; how Bamberger's "Prep Squad" for high school graduates works, a thorough analysis of the components of leadership and how to achieve it; Carson's unique executive training program; and the use of work simplification as a training device.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES FORCE MANAGEMENT

Author Fredrick E. Webster and Kenneth R. Davis Date Pub. 1968

Publisher Ronald Press, 79 Madison Avenue, New York, NY 10016

Teacher or Student Material Student Cost Length 764 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Structured to highlight the classical problems faced by sales force management. Drawn from a wide variety of sources to provide a better understanding of how the sales executive should approach his job. Wherever possible, relevant concepts, theories, principles, and research results have been related to the sales force management problem under consideration.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES MANAGEMENT

Author George D. Downing *Date Pub.* 1969

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student *Cost* ______ *Length* 392 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Based on the premise that the success of the selling operation--which determines the success of the firm--depends significantly on the effectiveness of its management. Develops a managerial and strategic framework for thinking about the sales manager's job. It proposes that as a manager of people, money and things, he must think and behave as a manager.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES MANAGEMENT: CONTEMPORARY PERSPECTIVES

Author I. Allison Barnhill *Date Pub.* 1970

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* ______ *Length* 492 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The articles are intended to provide innovative ideas, information, and techniques which will prove useful to future problem solving and decision making by the sales manager. The introduction focuses on the nature of the sales and marketing environment, with change as the central theme.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES MANAGEMENT: DECISIONS, POLICIES AND CASES

Author Edward W. Cundiff and Richard B. Still *Date Pub.* 1969

Publisher Educational Book Division
Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* ______ *Length* 698 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Analyzes the field of marketing management from the standpoint of one major class of marketing executives; those known as sales executives. Represents an application of the management approach to an analysis of the sales executive's job, his duties and responsibilities, and the various roles he plays as an important participant in making marketing decisions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES MANAGEMENT FOR MANUFACTURERS

Author G. Hoyt Gibson *Date Pub.* 1966

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both *Cost* Free *Length* 8 pages

Grade Level Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: This is a bibliography of basic sources of information on the subject of sales management for small manufacturers. Special emphasis is placed on periodical articles. This is not intended to be a complete listing of the information available but is composed of literature helpful in the understanding of sales management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES MANAGEMENT: PLANNING, ACCOMPLISHMENT, AND EVALUATION

Author Thomas R. Wotruba *Date Pub.* 1971

Publisher Holt, Rinehart & Winston, New York, NY

Teacher or Student Material Student *Cost* *Length* 564 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:
(1) To organize the sales management task within a clear and logical framework.
(2) To reflect a widespread and thorough examination of research reports, company experiences, and significant opinions concerning sales management topics.

SUMMARY DESCRIPTION: Develops an overall model of the sales force management process. The chapters reveal each part of the model in a systematic and analytical fashion. Several new tools for sales management are discussed in nontechnical terms from the viewpoint of their applicability to real problem-solving situations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SALES MANAGEMENT: THEORY AND PRACTICE

Author Milton Alexander and Edward M. Mazze *Date Pub.* 1965

Publisher Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017

Teacher or Student Material Student *Cost* $9.25 *Length* 550 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Integrates salesmanship with sales management and planning. Applying the general functions of management to the selling structure of the organization, the book treats sales management as a subsystem within the total marketing framework. Based upon an analytic, managerial orientation, the book examines the interdisciplinary approach to selling, communications, and motivation; managerial problems in selling; and management applications to diverse selling situations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($ .50)

Title SHOPPING CENTERS

Author *Date Pub.* 1968

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Student *Cost* Set I: $20.00 Set II: $22.00 *Length* Set I: 10 slides Set II: 12 slides

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: The student visits by proxy shopping centers of all types and sizes across the nation and gives him background information on operational details as well. Set I focuses on the range of types of stores being drawn to shopping centers while Set II explores the special merchandising and promotion techniques and esthetic features unique to shopping centers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SMALL BUSINESS MANAGEMENT

Author H. N. Bloom and J. G. Longenecker *Date Pub.* 1971

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $10.75 *Length* 752 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Covers small business operations with balance between business functions (sales, production, procurement, personnel, and finance) and managerial functions (planning, organizing, actuating, and controlling). Examples of actual business situations used to emphasize important principles.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Tests, Student Supplement ($4.05)

Title SMALL BUSINESS MANAGEMENT

Author A. C. Cooper, W. A. Hosmer and F. L. Tucker *Date Pub.* 1966

Publisher Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, IL 60430

Teacher or Student Material Student *Cost* *Length* 605 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses small business management with detailed information for every phase of operation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SMALL BUSINESS MANAGEMENT

Author William Hailes, Jr. and Raymond T. Hubbard *Date Pub.* 1967

Publisher Delmar Publishers Inc., Albany, NY 12205

Teacher or Student Material Student *Cost* *Length* 303 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Points for successful small business management, problems and how to solve them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual & Key, Student's Workbook

Title SMALL MARKETERS AIDS NO. 127

Author Robert E. Levinson *Date Pub.* 1970

Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* Free *Length* 2 pages

Grade Level Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Describes how the manager can increase his store's potential.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SMALL STORE PLANNING FOR GROWTH

Author Seymour Helfant and John W. Wingate *Date Pub.* 1966

Small Business Administration

Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* $ .50 *Length* 99 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the nature of growth and the management skills required in small stores. The pros and cons of physical expansion and the various methods and sources of financing that the small business owner can call upon are described.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SOURCES OF ASSISTANCE AND INFORMATION

Author Irving Maness, Wendell O. Metcalf,
Anthony S. Stasio and George C. Willman *Date Pub.* 1965

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Teacher *Cost* $1.50 *Length* 68 pages

Grade Level Secondary/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A study in the ways of meeting the small business management needs of the small communities and very small businesses in poverty areas. It includes lesson plans, lectures, visual aids, case studies, and handout material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STARTING AND MANAGING A SMALL BUSINESS OF YOUR OWN

Author Wendell O. Metcalf *Date Pub.* 1962

Publisher Small Business Administration
U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student *Cost* $ .35 *Length* 49 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Guidelines for those interested in starting a new business or buying existing ones. Risks as well as opportunities are considered. It provides insights into the special requirements of a business such as: laws and regulations involved, taxes, and types of insurances.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STOCK CONTROL FOR SMALL STORES

Author Edwin L. Harling Date Pub. 1969

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student Cost Free Length 8 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES: To acquaint the small businessman with effectively controlling stock.

SUMMARY DESCRIPTION: The kind and amount of paperwork necessary for effective stock control depends largely on the type of merchandise. Emphasizes unit control rather than control by merchandise classification. Unit control provides information about breadth of assortment, depth of assortment, number of brands stocked, and quality of line stocked.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STORE LOCATION

Author John E. Mertes Date Pub. 1966

Small Business Administration
Publisher U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Both Cost Free Length 8 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This bibliography is presented with a view toward providing a central listing of sources--Federal and commercial, trade and educational--which can in some way assist the established retailer, or the newcomer, with his location problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STORE ORGANIZATION AND OPERATION

Author Norris B. Brisco and O. Preston Robinson *Date Pub.* 1955

Publisher Educational Book Division, Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material Student *Cost* ______ *Length* 581 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The basic principles and accepted practices of successful store organization are presented in such a way as to make them useful, both to store operating executives and to classroom students of the subject. The material on store organization has been carefully analyzed and condensed to bring it into better balance with current practices and developing trends.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STRATEGY, POLICY AND CENTRAL MANAGEMENT

Author William H. Newman and James P. Logan *Date Pub.* 1971

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $11.00 *Length* 771 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Recent management concepts are woven into the basic analytical framework of the book. The central theme is "corporate strategy." Attention is given to the impact of computers, changing technology, and new products. Chapters on social responsibility and central management, selecting company strategy, research and development, mergers and acquisitions, multinational business and managing conglomerates. Cases are used throughout.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title STORES AND SHOPPING CENTERS: AN ARCHITECTURAL RECORD

Author James S. Hornbeck *Date Pub.* 1962

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Student *Cost* ____ *Length* 181 pages

Grade Level Collegiate *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the latest developments in the design of stores and their interiors, as well as shopping centers; both suburban and urban. This book is a compact and orderly reference to the latest in store and shopping center design.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STUDIES IN MANAGERIAL PROCESS AND ORGANIZATIONAL BEHAVIOR

Author Turner, et al. *Date Pub.* 1971

Publisher Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student *Cost* $6.50 *Length* 544 pages

Grade Level Collegiate *Suggested Time of Use* ____

OBJECTIVES:

SUMMARY DESCRIPTION: Provides material relevant to consideration of both classical theory and certain aspects of organizational behavior. Reflects the diversity of the study and practice of management by presenting both introductory and advanced readings. Opportunities are presented for in-depth analyses as a logical extension of fundamentals.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TO STUDY ADMINISTRATION BY CASES

Author Andrew R. Towe *Date Pub.* 1969

Publisher Harvard University, Boston, MA

Teacher or Student Material Teacher *Cost* $7.00 *Length* 340 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Based on a report of the Visiting Professors Case Method Program, which brought together professors and deans from schools of business administration for 8 weeks each summer from 1955 through 1965. This book focuses on the use of cases. Its greatest usefulness will be to those who wish to begin or to improve their own use of case materials.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUCCESSFUL LABOR RELATIONS

Author Noel Arnold Levin *Date Pub.* 1967

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Teacher *Cost* $12.00 *Length* 348 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Offers effective techniques for achieving a good working relationship with labor, from conditions before any union exists, through election and contract negotiation, to the daily problems of negotiation, arbitration and settling grievances. Includes a controversial study of joint funds and fringe benefits and chapters on subcontracting and plant relocation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title SUPERVISION: CONCEPTS AND PRACTICES OF MANAGEMENT

Author Theodore Haimann and Raymond Hilgert *Date Pub.* 1972

Publisher South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material Student *Cost* $4.85 *Length* 429 pages

Grade Level Collegiate *Suggested Time of Use*

OBJECTIVES: To demonstrate to the potential supervisor that proficiency in management will better equip him to contribute more effectively to the overall goals of his organization.

SUMMARY DESCRIPTION: Deals with the first-level supervisor as a manager with applications to all supervisory positions. The five managerial functions--planning, organizing, staffing, directing and controlling--are presented. A separate unit on labor relations is included. Case problems of actual situations are used.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title SUPERVISORY SKILLS

Author Erwin Rausch *Date Pub.* 1968

Publisher Science Research Associates, Inc., 259 East Erie Street, Chicago, IL 60611

Teacher or Student Material Student *Cost* *Length* 38 pages

Grade Level Collegiate/Adult *Suggested Time of Use* 2 hours

OBJECTIVES: To develop specific supervisory skills.

SUMMARY DESCRIPTION: Gives practice in and exchanges ideas about skills of goal and priority setting and of communications with superiors. A didactic game.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TECHNIQUES OF JOB ANALYSIS

Author Natalie Kneeland *Date Pub.* 1969

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Teacher *Cost* $4.50 *Length* 88 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ________

OBJECTIVES:
1. To promote consideration of job study in distributive occupations.
2. To promote effective job analysis.

SUMMARY DESCRIPTION: A leader's guide for use in training executive and supervisory personnel in the technique of job analysis. It may also be used as a reference by consultants in job analysis. It has been developed to meet the needs of small and medium organizations as well as large ones.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TOOLS AND SKILLS OF MANAGEMENT

Author ________ *Date Pub.* ________

Publisher Classroom World Productions, Order from Associated Educational
Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

Teacher or Student Material Student *Cost* $23.50 *Length* 4 audio lessons

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ________

OBJECTIVES:

SUMMARY DESCRIPTION: Beneficially interpreting employee feelings, expressed and unexpressed. The art of delegation--how to use it, controls and safeguards. The decision-making process. Getting more time to develop new ideas. Personnel counseling, programmed instruction and other training vehicles. What you must know to select and train employees. Disciplinary actions--what, where, when and how.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TOWARD THE LIBERALLY EDUCATED EXECUTIVE

Author Robert Goldwin and Charles Nelson *Date Pub.* 1960

Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $ .95 *Length* 142 pages

Grade Level Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: Twenty-one top business executives and teachers discuss what liberal education can do to develop present and future executives for high level management positions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAINING AND DEVELOPMENT HANDBOOK

Author Edited by Lester R. Bittel and Robert L. Craig *Date Pub.* 1967

Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material Both *Cost* $16.95 *Length* 650 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* ______

OBJECTIVES:

SUMMARY DESCRIPTION: A standard reference source, discussing all levels of training from apprentices to top executives.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TRAINING BY OBJECTIVES

Author George S. Odiorne *Date Pub.* 1970

Publisher Macmillan, 866 Third Avenue, New York, NY 10022

Teacher or Student Material Teacher *Cost* ______ *Length* 354 pages

Grade Level Collegiate *Suggested Time of Use* 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Uses a systems approach. Objectives are first defined and then training theories and techniques are used to reach them. Economic and behavioral aspects of training are discussed and many new techniques such as sensitivity training, motivational training, and human relations training are critically evaluated.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title UNIPAC: BUSINESS ORGANIZATION

Author Ira Martel *Date Pub.* 1971

Publisher D. E. Materials Lab
1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material Student *Cost* $1.50 *Length* 51 pages

Grade Level Secondary *Suggested Time of Use* 9 hours

OBJECTIVES: To give the student a basic understanding of the three main types of business organizations.

SUMMARY DESCRIPTION: An individual student package of 9 lessons designed to give a basic understanding of the three main types of business organization. This 51 page booklet has practice exercises or a project for each section.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WALTER DILL SCOTT: PIONEER IN PERSONNEL MANAGEMENT

Author Edmund C. Lynch Date Pub. 1968

Publisher Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material Student Cost $1.50 Length 51 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Walter Dill Scott is recognized as the man, who during World War I, first conceived the idea of using psychology in the classification and assignment of the millions of men taken into the army. The first section of this book is concerned with the development of personnel management prior to World War I, with consideration of its scope, acceptance and quality. The second section details Dr. Scott's cumulative experience in applying psychology to business problems over the same period.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WHAT MAKES FOR JOB SATISFACTION

Author Reed Harvey Date Pub. 1971

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $6.00 Length

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Need satisfaction in retail management during initial years of employment is the topic of this study. A detailed survey of 4 major department stores and their executives results in some interesting and thought provoking statistics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WHAT MAKES SHOPPING CENTERS TICK

Author Samuel Feinberg *Date Pub.* 1958

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material Both *Cost* $2.50 *Length* 121 pages

Grade Level Secondary/Collegiate/Adult *Suggested Time of Use* __________

OBJECTIVES:

SUMMARY DESCRIPTION: A detailed analysis of the tremendous growth of shopping centers during the 1950's, and its potential for the business world. Using actual case histories, it delves into the planning, promotions and operation of a shopping center.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WHAT PART-TIMERS THINK ABOUT THEIR JOB

Author William E. Clark *Date Pub.* 1962

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $1.50 *Length* 39 pages

Grade Level Collegiate/Adult *Suggested Time of Use* __________

OBJECTIVES:

SUMMARY DESCRIPTION: The results of an opinion survey given to personnel executives, part-time store employees, full-time store employees and a comparison of their answers. This includes their reasons for working, their opinion of their fellow workers, of store management, and recommendations for improving the relationship between these groups.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE YOUNG EXECUTIVES

Author Walter Guzzardi *Date Pub.* 1965

Publisher The New American Library, Inc.
Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material Student *Cost* $ .95 *Length* 190 pages

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: A description of the new young executive of today. Explains who he is and what characteristics he has.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title YOUR FIRST BRANCH STORE

Author *Date Pub.* 1967

Publisher National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Teacher or Student Material Student *Cost* $4.50 *Length*

Grade Level Collegiate/Adult *Suggested Time of Use*

OBJECTIVES:

SUMMARY DESCRIPTION: Provides basic checklists on market analysis and site selection, financing and leases, planning and building the store, keeping branch store figures, the branch store staff, branch store promotion, credit promotion and credit control, transfers and communications, and a bibliography of source material on branch store construction, design and management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: